APRIL 18, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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POTPOURRI OF POPULARITY!

Consistent, predictable popularity month-after-month . . . this is the profile of WHO-TV's highly successful Early Show.

In just the past three months Early Show has received an almost *unbelievable* vote of viewer confidence. Since last November the average number of viewers per quarter hour have increased by *19%* and the average homes delivered per quarter hour by *23%* (NSI Survey, Des Moines-Ames Area—February, 1960).

The Early Show (Monday through Friday, 4 p.m.-6:05 p.m.) is Central Iowa's *only* late afternoon family television fare—cartoons* for *kids,* movies* for *mom,* news for *dad.* The Early Show attracts *every* segment of the audience.

Ask your PGW Colonel about WHO-TV's spectacular bargains in spot availabilities, on this and *other* station-time success shows!

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • • •

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

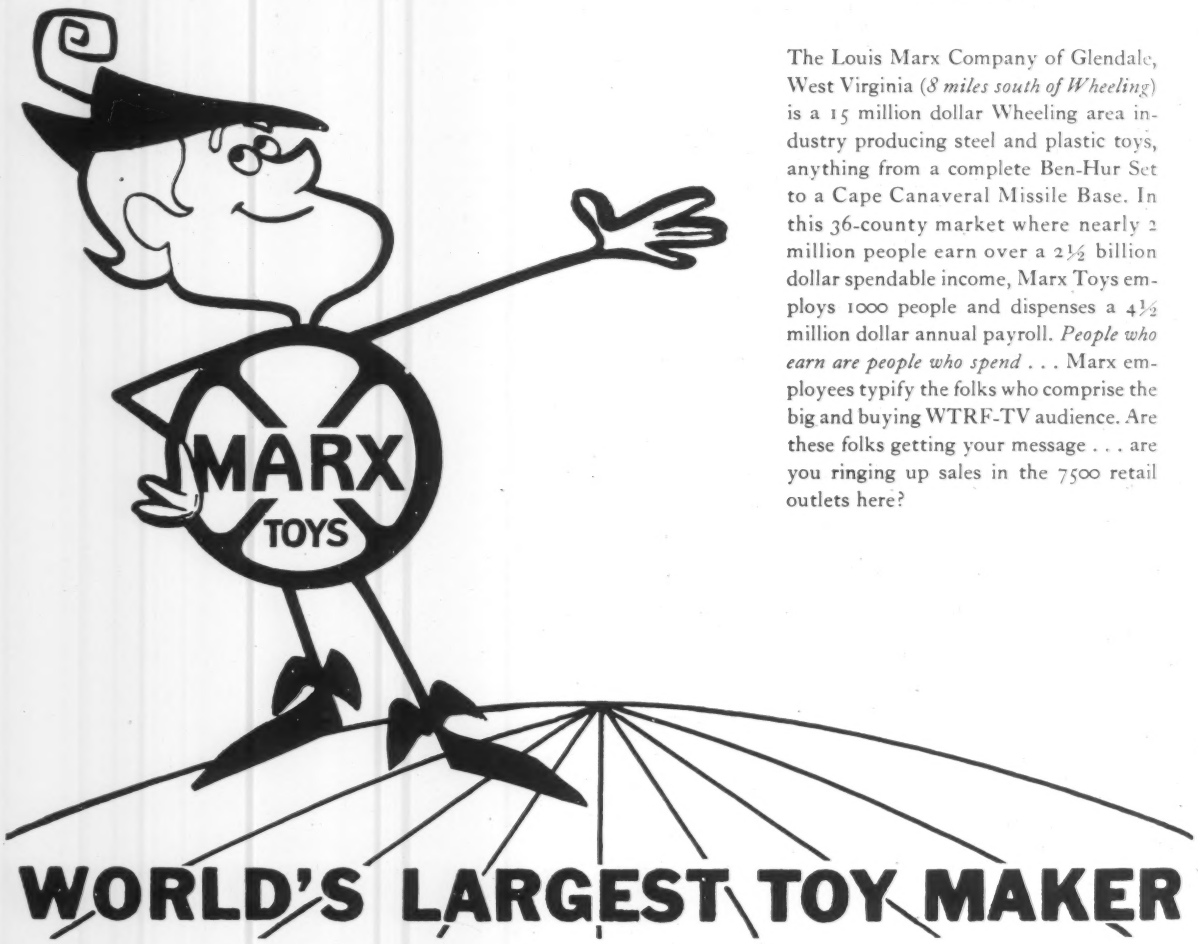
WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines; **WOC-TV**, Davenport

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 18
WTRF-TV Image Series
TOYS

The Louis Marx Company of Glendale, West Virginia (*8 miles south of Wheeling*) is a 15 million dollar Wheeling area industry producing steel and plastic toys, anything from a complete Ben-Hur Set to a Cape Canaveral Missile Base. In this 36-county market where nearly 2 million people earn over a 2½ billion dollar spendable income, Marx Toys employs 1000 people and dispenses a 4½ million dollar annual payroll. *People who earn are people who spend . . .* Marx employees typify the folks who comprise the big and buying WTRF-TV audience. Are these folks getting your message . . . are you ringing up sales in the 7500 retail outlets here?



WORLD'S LARGEST TOY MAKER

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

STATISTICS

don't buy furniture . . .

PEOPLE DO!

WJAC-TV certainly believes in statistics . . . after all, according to both ARB and Nielsen, it's Number 1 in the Johnstown-Altoona Market. But facts and figures aren't too important if they're not backed up by concrete sales results!

That's where "people" come in . . . people who watch WJAC-TV consistently. They're the buyers! Here's the way Mr. Samuel Rapoport, owner of Penn Furniture Stores, puts it:

> "It's a proven fact that by advertising on WJAC–TV, more people see our merchandise; therefore, more people buy at our stores. Very simple . . . very successful. We wouldn't be without WJAC-TV. It does the job of reaching the public . . . and that's what counts."

WJAC-TV is the "can do" station that will back up statistics with sales results . . . for you!

Get the whole story from

HARRINGTON, RIGHTER AND PARSONS, INC.

The CIRCLE of POWER

In the great Southwest, the Circle of Power starts with Channel 4 — center of the booming, buying Dallas - Fort Worth Market . . 10th in population of growing TV cities . . . dominant influence in almost 700,000 TV Homes . . . ask your Branham Man about KRLD-TV "Circle of Power".

"The Seal of Good Business"

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Now it's MMMMBS ■ It's exit McCarthy, enter Minnesota Mining & Manufacturing Co. as owner of Mutual Broadcasting System. Agreement has been reached for sale of oft-sold MBS to 3M, headquartered in St. Paul, for in excess of $1.25 million, but announcement likely won't be forthcoming for fortnight. Since no station licenses are involved, transaction does not require FCC approval.

Albert Gregory McCarthy, attorney-industrialist, who acquired MBS last July following Alexander Guterma debacle, disposes of his 50% as does 25% owner Chester H. Ferguson, Tampa, Fla., attorney, but 3M will acquire 100% of property, having previously negotiated for outstanding 25% held in treasury stock. Mr. McCarthy reportedly was in Europe last weekend but had negotiated transaction before departure. It's believed McCarthy group had invested in neighborhood of $1.5 million in network.

Competition for Listerine ■ In deepest secrecy, television test has been prepared and is due to start today (April 18) in several markets for what may become multi-million-dollar account in short order. It's for new Johnson & Johnson mouthwash called Micrin, with which J&J hopes to challenge Listerine's long-standing supremacy. Plans for Micrin introduction were so hush-hush that, according to some accounts, samples were stored in bank vault to keep word from getting out. Even last Friday, three days before tests were to break, authorities at J&J agency, Young & Rubicam, refused to confirm or deny reports of plans (but one broadcaster who said he'd tasted Micrin pronounced it "good"). Test markets understood to include Columbus, Ohio; Portland, Ore. and Eureka-Redding and Sacramento, Calif.

Sweeney's new deal ■ There's been no noise about it, but Kevin Sweeney was signed more than six weeks ago to continue as president of Radio Advertising Bureau for another five years. Deal came to light after Mr. Sweeney's name popped up among those of possible successors to late Harold Fellows as head of NAB. New contract goes back to March 1, more than week before Mr. Fellows' death, and runs to same date in 1965. Mr. Sweeney has been RAB president since January 1954. Mr. Sweeney's new base is reportedly between $35,000 and $40,000 a year, plus some $12,000 a year in deferred payments applicable after end of new contract when he becomes consultant to RAB with other financial benefits.

On the scene ■ For second year in row, TvB is holding its semi-annual board meeting as close as it can get to some of television's best customers. Meeting will be held at Boca Raton, Fla., Thursday (April 21), same day American Assn. of Advertising Agencies convention gets under way there. Agency officials will be guests of bureau at cocktail party that night.

Strategy ■ Observers at House Subcommittee on Communications hearings last week discerned possible legislative manuever whereby legislation to amend Communications Act might be tacked on to non-controversial bill in hope of averting Senate hearings. Senate-passed S 1898, proposed by American Bar Assn. and dealing with procedural phases, is now before House Committee and presumably would be vehicle on which rider incorporating legislation urged by Chairman Oren Harris (D.-Ark.) would be attached (see page 66). Among other things, Chairman Harris wants reinstatement of Avco procedure, FCC hearings in field, network licensing and control, and sponsor identification with possible revision recommended by FCC.

FCC proved last week it could act upon 24 hours' notice when it was called upon. House Oversight Committee chairman, with FCC Chairman Frederick W. Ford on stand last Tuesday, asked for suggested language on Sec. 317 (sponsor identification) and FCC, on Wednesday, proposed adding of proviso to section which would give it discretionary power in public interest, convenience and necessity so that literal application where hardship might be caused could be avoided. Broadcasters contend FCC's March 16 interpretation, which majority regarded as required under the law, invokes extreme hardship and is utterly impracticable.

Brown leaving NAB? ■ First major change in NAB headquarters staffing may be withdrawal of Thad H. Brown Jr., tv vice-president, who has been thinking of entering private practice of communications law. Mr. Brown has agreed to stay in vice-presidency during period of reorganization following recent death of President Fellows.

Study committee ■ It's good bet that Frank Pellegrin, H-R Television vice-president, in one of last actions as outgoing president of Radio & Television Executives Society, will appoint study committee to explore ways to carry through Brig. Gen. David Sarnoff's call for high-level symposium of opinion leaders to analyze tv's role in American life. RCA board chairman made his proposal at RTES's 20th anniversary dinner in New York month ago (BROADCASTING, March 14). Group of RTES members four years ago worked out preliminaries for radio-tv conference to be held at Syracuse U., but idea failed to gather industry support.

Belk's buy ■ Sale of 5 kw day, 1 kw night (930 kc) WIST Charlotte for gross figure of $580,000 to Carolina Broadcasting Co. (WSOC-AM-FM-TV) (page 58) promptly triggered new negotiations for sale of existing 250 w WSOC (1240 kc) by latter to Henderson Belk for some $200,000. Mr. Belk, executive of Belk department stores in Southeast (some 400 stores in chain) personally is negotiating for station and previously had made offer for WIST.

Job open ■ Two names being mentioned most prominently to succeed Mary Jane Morris as FCC secretary are Evelyn Eppley, who would like to have job, and Charles Smoot, who has not said he would take it. Miss Eppley was legal assistant to former FCC Chairman John Doerfer, and Mr. Smoot is assistant general counsel in charge of legislation. If Mr. Smoot takes job, one report has Paul McDonaugh, Mr. Doerfer's administrative assistant, taking over legislative functions. There is strong feeling, however, that commission may bring in outsider as new secretary.

Confirmation ■ Appearance April 27 of FCC Commissioner Robert E. Lee and Commissioner-designate Edward K. Mills Jr. before Senate Commerce Committee does not necessarily mean swift confirmation. Committee simply gave usual "two weeks' notice" to pending nominees at its meeting last Wednesday. If nominations are construed as "routine", favorable reports promptly will ensue, but if questions arise, it's expected new date will be set for appearance of either or both nominees. Commissioner Lee, D.C. Republican, has been nominated for new seven-year term beginning July 1, while Attorney Mills, New Jersey Republican, was named to fill unexpired portion of term of former Chairman John C. Doerfer, resigned, which terminates June 30, 1961.

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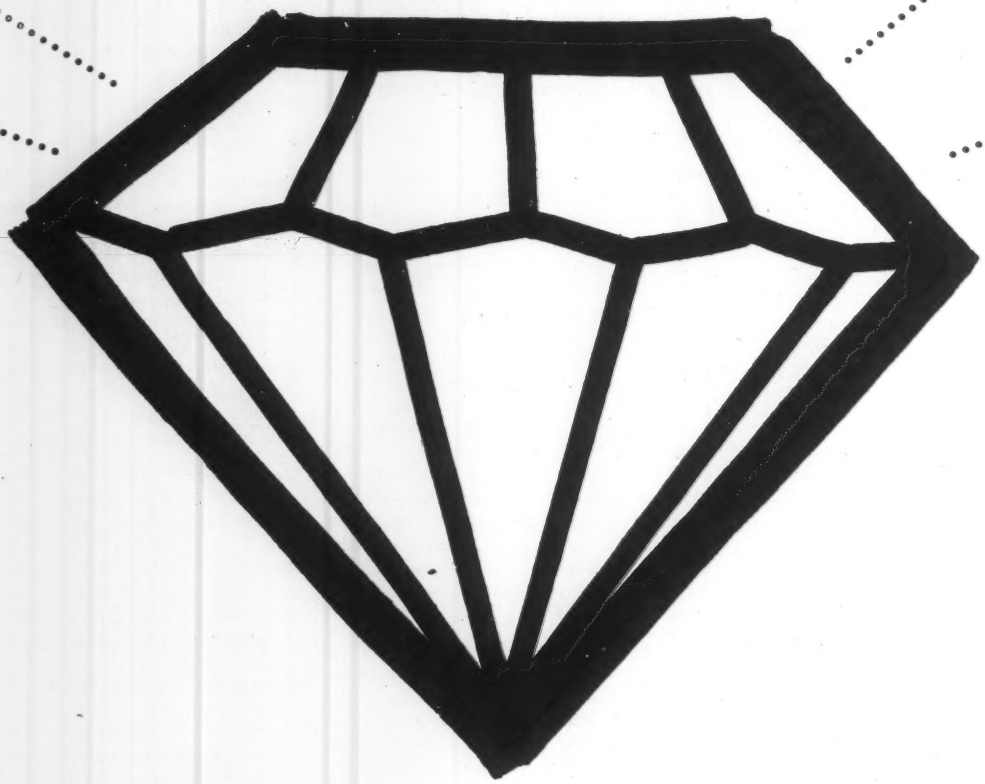
IMPRESSION



IMPRESSION: An exclusive news concept has attracted a large and devoted audience for WJW-TV in Cleveland. CITY CAMERA and CITY REPORT (highest rated–A.R.B. & Nielsen) provide fast-paced picture stories of late local and area news twice each week night. Cleveland's biggest camera team and a persistent, inquisitive news staff virtually blanket Northern Ohio. • Yes, viewers are impressed with that extra sparkle on Channel 8. You are in good company and . . . .

YOU KNOW WHERE YOU'RE GOING WITH WJW TV CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

WEEK IN BRIEF

MR. HARRIS

How Sara Lee bakes $25 million 'cake' ■ There are three big reasons why Sara Lee spends one-half of its $2 million budget on radio-tv: on-air personality endorsement, opportunity to demonstrate its bakery product quality and excitement potential. But there are some problems in broadcast buying too. All in all, Sara Lee since 1951 has increased gross sales from $400,000 to $25 million. Kenneth A. Harris, Sara Lee's director of advertising, tells the story in this week's MONDAY MEMO. Page **24.**

Public service can sell ■ And it can be sold, too. That's the consensus among almost 300 agency people in an NBC Spot Sales timebuyer opinion panel. But, say most, stations don't give agencies enough information to justify the decision to buy. Page **29.**

Cigarettes, beer and toys ■ They have this in common: Increased use of television and a decided rise in output and sales. Page **40.**

AAAA convention ■ Agency association's progress in dealing with "objectionable" advertising to be described in feature of three-day meeting this week at Boca Raton, Fla. Agency-client relationships, problems of the 1960's and economic outlook among other highlights. Page **42.**

Awards ■ Five tv commercials spotlighted by Art Directors Club of New York as it gives its annual awards. Page **46.**

Man on a hot seat ■ New chairman of NAB Tv Code Review Board, E.K. (Joe) Hartenbower, is well suited to one of the industry's toughest jobs through code experience, calm approach to problems and ability to organize. Page **62.**

Does play constitute pay? ■ Harris subcommittee airs Harris' own and other bills, but most of the criticism in two-day hearing is aimed at Sec. 317 and the even stiffer bill to amend it. Page **66.**

Brighter horizons ■ FTC's Earl Kintner says there are fewer objectionable ads around these days. He credits self-regulation. Page **74.**

Comparative demerit? ■ KTVI (TV) St. Louis should get comparative demerit in any further consideration of disposition of ch. 2 deintermixture case, FCC associate general counsel says in labeling Judge Stern's initial decision contrary to the evidence. Page **76.**

What they're running ■ Network summer hiatuses fade as nighttime re-runs take over in 82 shows out of 110. Page **82.**

Foreign residuals ■ Writers, producers hit snag over foreign sales of U.S.-produced tv programs. Page **88.**

Visual communications ■ Conference in New York hears Pat Weaver call for cultural breakthrough in tv and an Ampex prediction of tape supplanting film production in tv. Page **90.**

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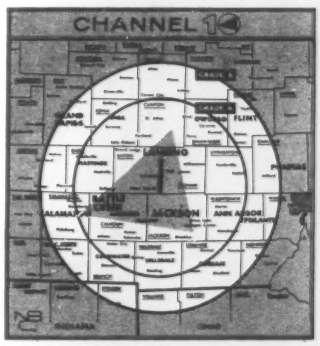
ONE MOVE TAKES ALL THREE

WILX-TV CHANNEL 10

The King of the Golden Triangle takes all three mid-Michigan markets with a city grade signal and gives you the jump on 46% of the state's population (outside Detroit). Nationally 11th in Retail Sales*, 26th in TV Households**. Check these facts with Venard, Rintoul & McConnell, Inc. Your move!

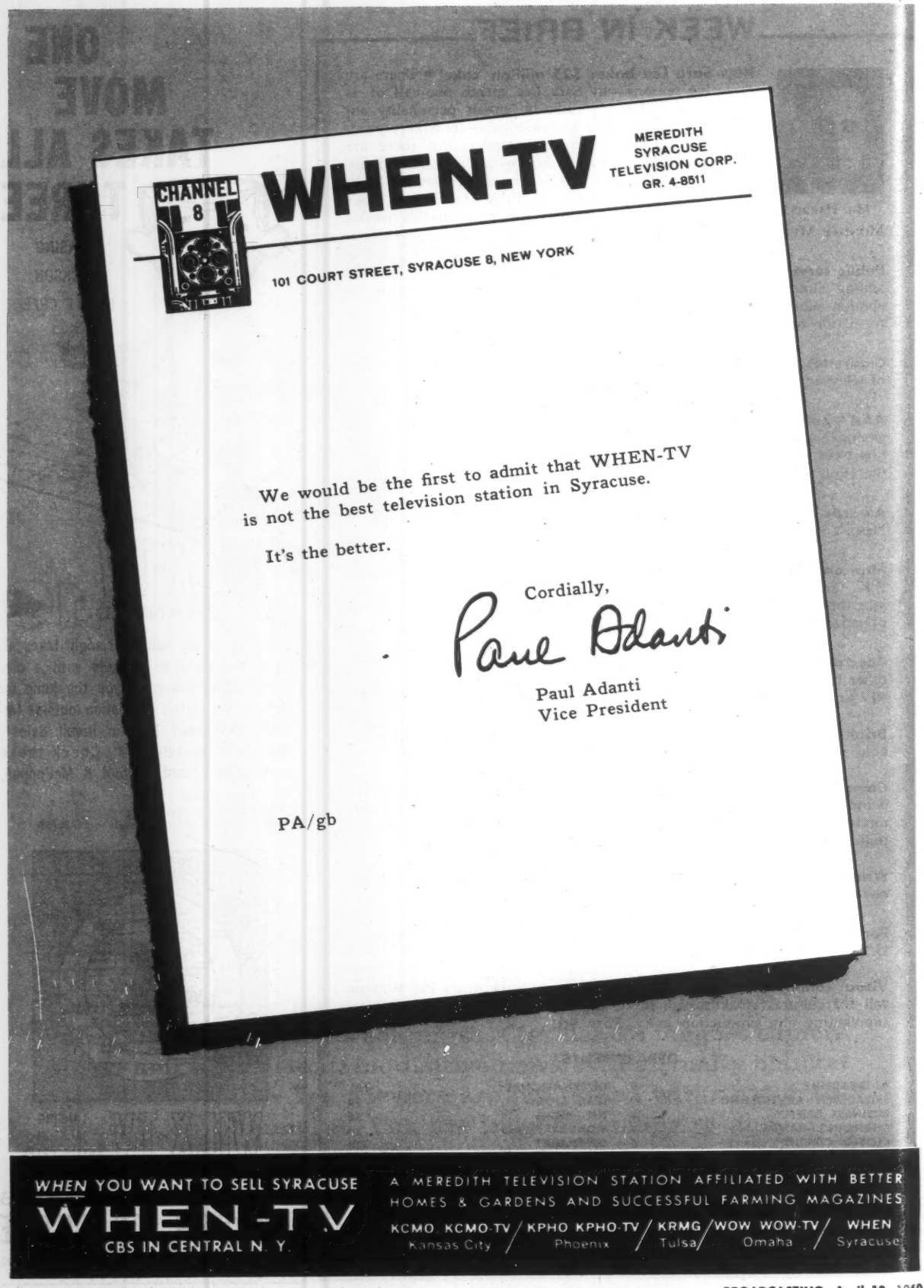
*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with / WILS – Lansing, WPON – Pontiac


CHANNEL 8
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
GR. 4-8511
101 COURT STREET, SYRACUSE 8, NEW YORK
We would be the first to admit that WHEN-TV is not the best television station in Syracuse.
It's the better.
Cordially,
Paul Adanti
Paul Adanti
Vice President
PA/gb
WHEN YOU WANT TO SELL SYRACUSE
WHEN-TV
CBS IN CENTRAL N. Y.
A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES
KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 29

PAULEY NEW ABC RADIO CHIEF

DeGray resigns; Goldenson cites expansion

ABC Radio Network lost its president last week, will replace him with vice president, but reports of severe cutbacks in network operations were denied.

Edward J. DeGray's resignation as president, effective April 29, was announced by Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres. Robert R. Pauley, now eastern sales manager of ABC Radio, will become operating head of network with title of vice president in charge.

In making announcement Mr. Goldenson said: "ABC is in network radio to stay and we plan to expand our programming service to the millions of Americans to whom network broadcasts are a daily necessity." Planned expansion was not described.

For past two weeks there have been reports, all denied, that AB-PT high command has ordered sharp economies in radio network.

Mr. Pauley, 36, joined ABC Radio as account executive in October 1957 after serving with Benton & Bowles, NBC Radio and WOR New York. He became eastern sales manager in March 1958.

Mr. DeGray, named vice president in charge of ABC Radio in March 1958 and president last June, formerly was station relations vice president. Before joining ABC Radio in 1955 he was with CBS for some 18 years in several capacities including office manager and assistant general manager of then-CBS-owned WBT Charlotte, N.C., in 1940s and, later, director of station relations for CBS Radio.

RKO General files WHCT (TV) purchase

First step in RKO General Inc. plans to test Zenith Phonevision pay tv system was taken Friday (April 15) when RKO General asked FCC approval for $900,000 purchase of ch. 18 WHCT (TV) Hartford, Conn. (BROADCAST, April 4). Actual licensee will be RKO General affiliate, Hartford Phonevision Co., which is buying WHCT from Capitol Broadcasting Co. (Edward D. Taddei, David K. Harris and Michael J. Goode).

RKO General said application for FCC approval of on-air pay tv will be filed "within reasonable time" after WHCT purchase is consummated. This means that pay tv in Hartford still is minimum of several months away. WHCT sales contract provides that either party may cancel if FCC has not approved sale within 12 months.

Application gave no indication what portion of broadcast day WHCT planned to devote to subscription viewing and what part would be on free basis, with two to be intermixed during broadcast day. Included in purchase is $150,000 for WHCT's nontangible and non-fixed assets and lease from Capitol of tangible and fixed assets. Capitol also obtained option to purchase 10% of Hartford Phonevision for $5,000 and first-refusal rights on WHCT in event RKO General sells station.

Harold Day dies

Harold B. Day, 52, ABC-TV vice president for daytime network sales, died of heart attack in his office in New York Friday (April 15). He had been with network since 1942 and had served as account executive, manager of western division and director of daytime programs. He was elected vice president last December.

Solid front

Cooperative promotion of television's "serious" programming, started in Los Angeles and Chicago few weeks ago (BROADCASTING, April 4), is spreading to other cities. Idea is for all stations within each market to get together and publish—for distribution to area's "opinion leaders"—monthly program guide giving highlights of information, educational, cultural and special-interest shows coming up on all outlets. Louis Hausman, director of Television Information Office, who assisted in setting up Los Angeles and Chicago projects, is slated to meet this week with stations in Washington, Detroit and New York for same purpose. Some leading multi-station owners are among those reported interested in similar ventures in their markets.

Election year: it's Lar Daly time again

Ubiquitous Lar (America First) Daly, perennial splinter candidate, has "put it" to networks again in endeavor to get national air time as professed candidate for Democratic presidential nomination.

Consensus of networks Friday was that Daly requests refer to news interview programs which specifically are exempted from Sec. 315 equal time requirements.

Through his attorney, Mr. Daly wrote each of three network presidents April 12 demanding equal time to answer appearances of Sens. John F. Kennedy and Hubert H. Humphrey on CBS' *Face the Nation* and Sen. Humphrey on NBC's *Meet the Press* and ABC's *College News Conference*.

Mr. Daly's letter related he is certified, *bona fide* candidate for Democratic nomination in states of Maryland and Indiana. It said Mr. Daly understood last year's amendment of Sec. 315, but was relying on network's fair play to all "newsworthy" candidates.

Admiral color sales up

Color tv has been moving "at an excellent rate" and company sales are expected to double in 1960, Ross D. Siragusa, president of Admiral Corp., told annual shareholders' meeting in Chicago Thursday. He cited upsurge in movement in color and tv-stereo high fidelity products. Mr. Siragusa predicted first quarter sales would rise 7% over same period last year. Admiral's tv sales from distributors are 33% ahead of 1959 first quarter, compared with industry increase of 16%. Major factors, he reported, are acceptance of Admiral's wide-angle 19- and 23-inch tv sets. He also saw "serious threat" in Japanese competition to American manufacturers and labor, noting over half of 5 million transistor radios sold in U.S. last year involved Japanese manufacture of components.

They like it lively

Survey conducted by Mutual among radio-tv directors of leading advertising agencies reveals agency men want radio stations to be "provocative" and comment on community affairs. Thirty-one respondents of 100 agency executives canvassed stressed discussion of vital

AT DEADLINE CONTINUED

community issues on radio, with both sides of problem aired. Only one executive said he didn't consider station's "image" in placing broadcast orders. Robert F. Hurleigh, Mutual president, will send details of survey to Mutual affiliates this week.

Collins 'down under'

Collins Radio Co. has formed subsidiary, Collins Radio (Australia) Ltd., in Melbourne for sales and service in Australia, New Zealand and Southeast Asia, James G. Flynn, Collins president, announced Friday.

KLGA sold for $80,000

Station sale announced Friday: KLGA Algona, Iowa, sold by Frederick Epstein and associates to Harry Snyder, Robert W. Behling and Robert A. Wilson for $80,000. Messrs Snyder and Behling own KHUB Fremont, Neb. Mr. Wilson is sales manager of KLEM LeMars, Iowa. Mr. Epstein and group continue to own KSTT Davenport, Iowa. KLGA is 5 kw daytimer on 1600 kc. Broker was Hamilton-Landis & Assoc. Sale is subject to FCC approval.

State to sue Daley

State's Attorney Benjamin Adamowski revealed late last week he will file suit this week in Chicago Superior Court against Chicago Mayor Richard J. Daley and city council for banning radio-tv coverage of proceedings. He said suit would hold that council is violating state law which, he claims, requires legislative bodies to open doors to all media (early story page 60).

NTA joins ch. 12 bids

Multiple station owner National Telefilm Assoc. Friday (April 15) became fifth applicant for new tv station on ch. 12 Wilmington, Del., when bid was filed with FCC. Other applicants for vhf facility, relinquished by Storer Broadcasting Co., are Rollins Broadcasting Inc., Metropolitan Broadcasting Corp., Wilmington Tv Co. (all three of whom own other broadcast stations), and educational WHYY Philadelphia. NTA owns WNTA-AM-FM-TV Newark, WDAF-AM-TV Kansas City and KMSP-TV Minneapolis.

DuMont reports profit

Allen B. DuMont Labs., Clifton, N.J., reports today (April 18) profit of $1,315,904 and gross income of $19,467,469 for fiscal year ended Jan. 3. Fiscal year gross income for 1958 totaled $30,165,988 and loss of $9,503,698 was sustained. Sale of company's East Paterson, N.J., plant and other capital assets during 1959 resulted in gain of $1,532,929, which was partially offset by deficit from operations in amount of $217,025. D.T. Schultz, president of DuMont, said current liabilities, which were reduced by $5 million in 1958, were further reduced in past year by $6.7 million. Working capital at year end amounted to $8,392,000, he said.

WEEK'S HEADLINERS

MR. JACKSON

MR. LINDEMANN

Felix Jackson, who joined NBC last month as vp assigned to west coast program department, appointed vp NBC-TV network programs, West Coast. **Carl Lindemann Jr.,** vp daytime programming for NBC-TV since April 1959, appointed vp, program sales. Mr. Jackson, from 1933-48 was writer-producer of motion pictures in Europe and Hollywood and later served with Young & Rubicam and CBS-TV as producer of such programs as *Studio One*, *Schlitz Playhouse of Stars* and *Four Star Playhouse*. Mr. Lindemann joined network in 1948 as associate producer of *Kate Smith Hour* and has served company continuously in various programming executive posts. Earlier, he had been with Foote, Cone & Belding, N.Y.

MR. SHERIDAN

James B. Sheridan, appointed by FCC Chairman Frederick W. Ford as special assistant (CLOSED CIRCUIT, April 4) with particular duties of checking out major matters on commission agenda and use of FCC manpower. Mr. Sheridan moves from his post as assistant chief of Economics Div., Broadcast Bureau, immediately to assume new duties. He has been with commission since 1941, where he started as special research consultant in Economics Div. of then Office of Chief Accountant. In 1947 he became chief of Broadcast Bureau's Business Economics Branch. In 1950 he was made assistant chief of Broadcast Bureau's Economics Div. and from 1956 to 1959 was acting chief. Mr. Sheridan will be located in Chairman Ford's office.

John P. Taylor, manager of marketing plans and services for RCA's Industrial Electronics Products activities, appointed to new post of manager of marketing administration, Broadcast and Television Equipment Division of that company. He joined RCA in 1930 as engineer and has served company since that date in various posts, including sales engineer, field sales representative, section sales manager and advertising-promotion manager for broadcast division.

MR. NUNN

Wesley I. Nunn, 65, advertising manager of Standard Oil Co. of Indiana, blue chip broadcast client, for nearly 24 years, retires April 23. **Robert B. Irons,** assistant advertising manager, succeeds Mr. Nunn. **Karl Muller,** Standard district manager, replaces Mr. Irons. Mr. Nunn active with other petroleum firms (Continental, Maryland Oil) and in various advertising capacities, joined Standard in 1936. He is credited with placing substantial 16-state regional radio-tv buys during tenure. Mr. Nunn is past chairman of Assn. of National Advertisers and Adv. Federation of America; graduate director of The Advertising Council, former secretary-director of Audit Bureau of Circulations, past president of Chicago Federated Adv. Club and former director of National Safety Council. Mr. Irons joined Standard 24 years ago, rising through distribution, advertising, pr, sales and was appointed assistant advertising manager in 1957.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BUT WHAT ABOUT ICE?

Time-buyer Socrates, visiting Washington, D. C., has been shown the logic of combination buying on WMAL-TV and affiliate WSVA-TV. The final piece of logic is a cocktail party, where a discussion of schedule construction segues into a discussion of martini construction. One recondite soul proposes this problem.

You have half a glass of vermouth (it might be better than nothing). An associate has another glass, twice as large, one-third full of vermouth. A bottle of gin appears. In the interest of science, both glasses are filled with gin, then emptied into a shaker. Now, before you pour the whole mess on ice: What is the ratio of gin to vermouth?

(Send us the solution—try to avoid commentary on the merit of the proportions—and win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.)

wmal-tv

abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

AMERICA'S No. 1 FILMED SPORT SERIES
FOR 6 STRAIGHT YEARS

Championship Bowling

NOW AVAILABLE FOR SPRING-SUMMER RELEASE

156 ONE-HOUR SHOWS TO SELECT FROM . . .

Here are a few of the stars: Steve Nagy • Lou Campi • Bill Lillard
Buzz Fazio • Dick Hoover • Buddy Bomar • Ed Kawolics
Tom Hennessey • Therman Gibson • Glenn Allison
Stan Gifford • Ray Bluth • Ned Day • Pete Carter

RE-RUNS ALREADY SOLD IN:

Chicago.....WGN-TV
St. Louis.....KTVI-TV
San Antonio...KONO-TV
New York.....WOR-TV
Minneapolis...WCCO-TV
Seattle.....KOMO-TV
Kansas City....KCMO-TV
Los Angeles.....KHJ-TV
Detroit.....WXYZ-TV

and 45 additional markets

BIG, BIG RATINGS YEAR 'ROUND

The re-runs in summer rate within two points of the winter first runs

Average rating (Dec.'59) in stations coast-to-coast — 15.7

(All in Class C time periods)

CHICAGO: #9 OUT OF OVER 100 SYNDICATED SHOWS

SEATTLE: #5 OF ALL SYNDICATED SHOWS

Top rated movie of the entire month 16.5

Championship Bowling (against the top rated movie) . . 21.1

THE IDEAL SHOW for car dealers, beer and soft drink distributors or for a local retailer who wants powerful, proved impact on summer audiences.

IDEAL as a station spot carrier for tobacco, men's shave cream, hair tonic, medicinal, or beverage accounts.

for details, write or call

WALTER SCHWIMMER, INC.

75 East Wacker Drive, Chicago 1, Illinois

FRanklin 2-4392

LETTER from the EDITOR and PUBLISHER

Dear Subscriber:

On rare occasions in the nearly 29 years that we have published BROADCASTING have we pre-empted space for a special message such as this. We feel this intrusion is warranted because of what has followed in the wake of our full-page advertisement in the *New York Times* of March 30, which was reprinted in the April 4 issue of BROADCASTING.

The advertisement dealt with the harsh and unjustified criticism of broadcasters by many politicians, newspapers, magazines and others. It admitted there were undesirable conditions in broadcasting, but it argued that the cures lay in wise administration from within and wise guidance from without.

The advertisement evoked many gracious messages—too many to quote in this space. There were telegrams, letters or calls from highly placed federal officials and from advertisers, advertising agencies, broadcasters and other businessmen. Thousands of reprints were requested.

Sen. Warren G. Magnuson (D. Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, in placing the *New York Times* page in the *Congressional Record*, commended it as "provocative reading for members of the Senate."

David Sarnoff wrote he agreed "wholeheartedly . . . on the need for indoctrinating those outside of the broadcasting industry."

Dr. Frank Stanton called to say "thanks for everybody" for a "distinct service to all broadcasters."

Leonard Goldenson wired: "What you said you should have said and you have the right to say it."

Victor Emanuel, chairman of Avco Corporation, wrote: ". . . what you say is a great defense of freedom applicable to the printed word as well as the spoken one and also, in my opinion, to all enterprise in this country."

Frank E. Pellegrin, president of the Radio-Television Executives Society, New York, sent 4,000 reprints to advertisers and agencies on behalf of H-R Television Inc., with the notation that the message "deserves the widest possible circulation and attention on the part of everyone engaged in advertising or in media of *all* kinds."

Edward Petry, pioneer station representative, wrote that "it is regrettable that we have to indoctrinate the public as well as officials of government, by paying for space in newspapers which take every opportunity to deprecate our entire industry."

James C. Hagerty, press secretary to the President, wrote: "It was a good job, well done."

Richard A.R. Pinkham, senior vice president, Ted Bates, wrote: "It badly needed saying and was beautifully said."

Whitney North Seymour, president-elect of the American Bar Assn., described the advertisement as an eloquent statement of the case against government control. Mr. Seymour, an authority on constitutional law and special counsel to the NAB during the FCC's programming hearing, took occasion during his speech to the NAB convention last week to recommend the message for its "clarity of prose."

T. Rex Rhodes, of the Bank of New York, wrote: "It is distressing that an editorial comment such as your ad embodied, had been made necessary by a good deal of slanted reporting and opportunism."

To these and to the scores who wrote us we express our sincere thanks.

To those who reprinted the advertisement in their local newspapers and who broadcast it over their station facilities we extend our appreciation.

Sincerely,

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ... Lawrence B. Taishoff

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
EDITORIAL DIRECTOR (New York) Rufus Crater
SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
ASSOCIATE EDITOR ..... Harold Hopkins
ASSISTANT EDITOR: Dawson Nail; STAFF WRITERS: George Darlington, Malcolm Oettinger, Leo Janos, Sid Sussman, Richard Calistri; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk, Pauline McTernan.
SECRETARY TO THE PUBLISHER: Gladys Hall

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
ASSISTANT TO THE PUBLISHER: Lawrence B. Taishoff
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. ... Eleanor Schadi

CIRCULATION & READER'S SERVICE

SUBSCRIPTION MANAGER ... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Jermie W. Hawley, Edith Woo.
DIRECTOR OF PUBLICATIONS John P. Cosgrove

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

Editorial

EDITORIAL DIRECTOR ..... Rufus Crater
BUREAU NEWS MANAGER ... Donald V. West
ASSOCIATE EDITOR ..... David W. Berlyn
N.Y. FEATURES EDITOR ... Rocco Famighetti
ASSISTANT EDITOR ..... Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Ruth Streifer.

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SALES MANAGER ..... Winfield R. Levi
SALES SERVICE MGR. ... Eleanor R. Manning
EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANTS: Donna Trolinger, Diane Halbert.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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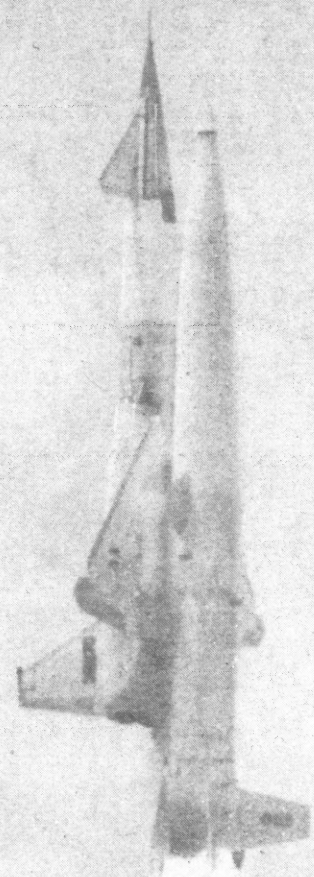
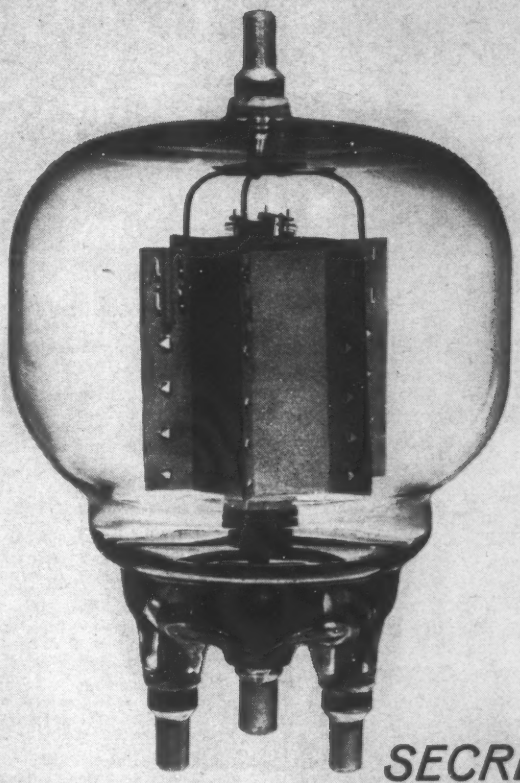




SECRET WEAPON?

Secret, no. You'll find this on both sides of the Iron Curtain. It's only a power tube for a radio transmitter. But *weapon*, yes. The power of radio is a weapon of destruction or construction... and only on our side of the Iron Curtain could that power be used to broadcast a program like "Scope Unlimited." This documentary presentation of *all sides* of *all issues* is produced by the KRLA Public Affairs Department Sunday mornings at ten. "Scope Unlimited" is another illustration of KRLA leadership in modern-day, independent radio programming: music, news and service features carefully proportioned to attract, build and serve a maximum audience.

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

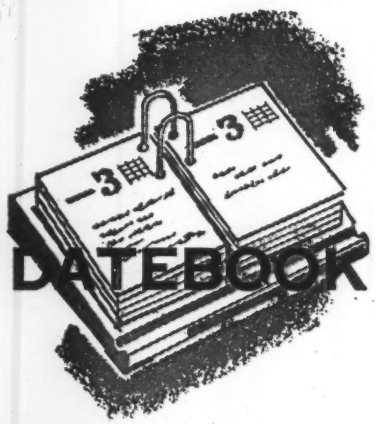
YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

M. P. !

also stands for military payroll... the buying power of 6 Central Texas bases zero-ed in on our call signal.

NBC
CHANNEL
KCEN-TV
TEMPLE

BLAIR TELEVISION ASSOCIATES
National Representatives



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

***April 18-20—Collegiate Advertising Conference of Mid-America**, sponsored by Chicago Federated Adv. Club for 35 students (mostly marketing and journalism majors) from 10 states. Program consists of discussions with leading advertisers, agencies, media executives and other key marketing personnel and visits to such firms as Standard Oil Co. of Indiana, A.C. Nielsen Co., Swift & Co., McCann-Erickson, Fred. A. Niles Productions (film company) and General Foods Corp. plant. Robert B. Irons, assistant advertising manager of Standard Oil, is conference chairman and William C. Edwards, vp and Chicago manager, D'Arcy Adv. Co., promotion and registration chairman. Headquarters: Conrad Hilton Hotel.

April 20—Radio Advertising Bureau area sales clinic, New York. For complete list of subsequent clinics and cities, see BROADCASTING, March 28.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America**, 250 West 57th Street, New York 19.

April 20—Pittsburgh Radio & Television Club luncheon meeting. Comr. Edward T. Tait of FTC will be guest speaker. 12 noon, Hotel Sherwyn.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md. Speakers will include Edward Stanky, director of public affairs, NBC, and Gilbert Seldes, director of the Annenberg School of Communications, U. of Pennsylvania.

***April 21—Assn. of National Advertisers** workshop on "Advertising to Business and Industry." Hotel Plaza, New York.

April 21—New York Chapter of **Academy of Tv Arts & Sciences.** Guest speaker: Robert W. Sarnoff, NBC board chairman. Luncheon meeting, Hotel Biltmore.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21—United Press International Broadcasters Assn. of Massachusetts, annual spring meeting. Raytheon laboratory, Wayland, Mass.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting. April 21: business sessions for members only. April 22: open also to advertiser and media guests; "How AAAA Is Working on the Problem of Objectionable Advertising," by Robert E. Allen, Fuller & Smith & Ross, AAAA content improvement committee chairman; speeches by Charles H. Brower, BBDO on agencies' creative responsibilities, and Herbert M. Cleaves, General Foods, on business man's view of sound advertising. April 23, also open: economic outlook by Martin Gainsbrugh, National Industrial Conference Board; reports by Sinclair Wood, British Institute of Practitioners in Advertising, Norman Cousins of "Saturday Review," Robert Ganger of D'Arcy Adv., AAAA chairman; presentation of Arthur Kudner Award by David Ogilvy of Ogilvy, Benson & Mather. Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego. Guest speakers: Rep. Bob Wilson (R-Calif.) and Paul Willis, vice president in charge of advertising for the Carnation Co.

April 22-23—National Assn. of Educational Broadcasters, Region II annual conference. Biltmore Hotel, Atlanta. FCC Comr. Rosel Hyde is featured speaker.

April 22—Arizona Broadcasters Assn. spring meeting at Sands Hotel, Tucson. Dr. Ben Markland, KUAT (TV), U. of Arizona tv station, and Richard S. Salant, CBS vp, will address morning session at the university. Charles H. Tower, manager, Dept. of Broadcast Personnel & Economics, NAB, will speak to afternoon session. Arizona's Gov. Paul Fannin will address evening banquet. Open discussion scheduled for afternoon, banquet for evening.

April 22—Oral argument before FCC en banc on Boston ch. 5 rehearing involving purported ex parte representations, with initial decision by Judge Horace Stern recommending no disqualifications or vacating of grant.

April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, Monday, April 25th.) Speakers will be: Matthew Culligan, general corporate executive, McCann-Erickson; Mary Jane Morris, former secretary, FCC; Grady Edney, national program director for radio, Storer Broadcasting Co.; Charles H. Tower, manager, Dept. of Broadcast Personnel & Economics, NAB; John F. White, president, National Educational Television.

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

April 27—Radio & Television Executives Society roundtable on "How to Report a Political Convention" with J. Gilbert Baird, sales promotion manager, Westinghouse Electric's major appliances division, and Paul Levitan, CBS News' director of special events. Luncheon, 12:30 p.m., Palm Terrace, Hotel Roosevelt, New York.

April 28—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

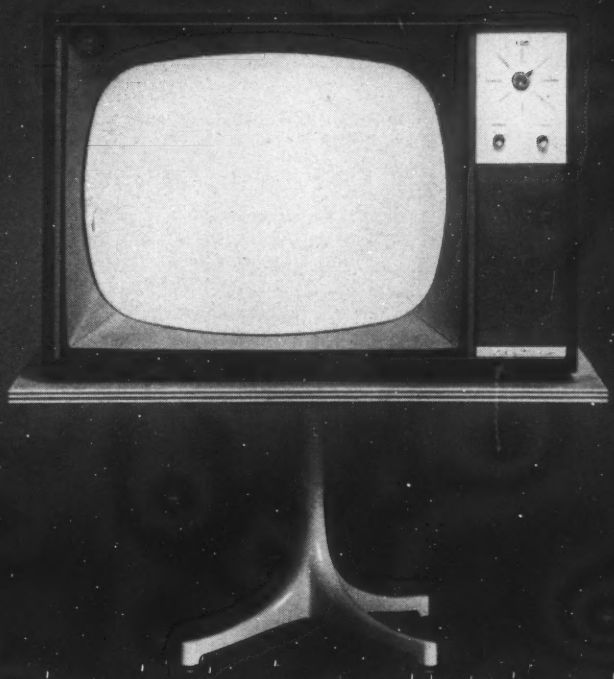
April 28-30—Adv. Federation of America fifth district convention, Pick-Fort Hayes Hotel, Columbus, Ohio. Among speakers: Dallas Townsend, CBS News; Edward McNeilly, account executive, Doyle Dane Bernbach; George Head, advertising and sales promotion manager, National Cash Register Co.; Frank Lovejoy, Socony-Mobil, and Harry Bowzer, Dairy-Pak Butler. Preceding convention (April 28) will be reception and buffet. Winners of AFA fifth district advertising contest will be announced at Friday (April 29) luncheon, with presentation of district's Ad Man of Year at evening banquet. Advance registrations being accepted by Columbus Adv. Club of area Chamber of Commerce, 30 E. Broad St.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of

One of the world's greatest house-to-house salesmen

(sometimes)



He can make as many as 18,000,000 calls a minute, and get inside the house every time. But what happens then? Does he get the order, or just tell a few jokes and leave?

The answer is important, because this salesman doesn't work on a commission basis; he gets paid, and paid plenty, whether he makes the sale or not.

At N. W. Ayer & Son we've learned a lot about how to make this gifted but hard-to-handle fellow really go to work. When he does, he proves to be one of the greatest house-to-house salesmen in the world. **N. W. AYER & SON, INC.**

The commercial is the payoff

"SOUP'S ON"

in

Northern Michigan's

PAUL BUNYANLAND

ALL THE TIME!

PBN STATIONS

Tv		Radio	
WPBN-TV	Traverse City	WTCM	Traverse City
WTOM-TV	Cheboygan	WATT	Cadillac
		WATZ	Alpena
		WMBN	Petoskey
		WATC	Gaylord

SERVE

382,260 hungry year 'round residents —plus thousands of summer resorters —who eat like you know what!
$122,557,800 Food Sales in 1959

If you have an appetite for

BIGGER-BETTER SALES

Let us cook up

a fresh batch for you!

Paul Bunyan Network

NBC

Les Biederman
General Manager

abc

national representatives

Venard, Rintoul & McConnell

Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

*April 29—Oral argument before FCC en banc on Beaumont ch. 6 case involving competitive applications by KFDM and KRIC that city. Court remanded case last year for further hearings. KFDM holds original grant for that channel.

April 29—Better Business Bureau of Los Angeles 30th anniversary luncheon. Earl W. Kintner, FTC chairman, will speak on "The Unsoiled Sell." Biltmore Bowl.

April 30—Radio Television News Directors Assn. spring board of directors meeting. Sheraton Russell Hotel, New York.

April 30—UPI Broadcasters Assn. of Connecticut convention. Studies of WTIC-AM-TV Hartford.

*April 30—Georgia AP Broadcasters Assn. news clinic. Atlanta.

*April 30 — Wyoming AP Broadcasters annual meeting. Gladstone Hotel, Casper.

April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPI's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

May 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, Tv and Video Tape." Ambassador Hotel, Los Angeles.

May 1-7—U. of Missouri School of Journalism, Columbia, Mo., annual journalism week. David Brinkley and Chet Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day; Mr. Huntley will speak at banquet, May 6 at 7 p.m.

May 2—Deadline for comments on FCC's March 16 notice of sponsorship identication applying to free records, junkets, furnishing of program material, etc. Comments are required to include supporting briefs and memoranda of law.

May 2—Comments due on proposed FCC rulemaking to shift Fresno, Calif, to all-uhf market.

*May 2—Comments due on FCC interpretation of Sec. 317 requiring sponsorship identification.

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 3—Television Bureau of Advertising sales clinic. King Cotton Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see BROADCASTING, April 4.

May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio. Among speakers and panelists will be FCC Chairman Frederick W. Ford; Ralph McGill, editor, Atlanta Constitution, and Matthew J. Culligan, general corporate executive, McCann-Erickson.

May 5-6—Montana Broadcasters Assn. annual meeting. Finlen Hotel, Butte.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

OPEN MIKE

Drug maker's tv success

EDITOR: In the March 7 issue page 30 you ran an article about my medical special events tv series under the head "Drug maker uses tv for soft sell." It is an excellent article, accurate in every detail. In fact, I liked it so well that I want a dozen copies.—*Howard Whitman, Howard Whitman Productions, Westport, Conn.*

Mattel Inc. is sponsor: Part II

EDITOR: On Jan. 5 I wrote you about an incorrect listing for *Matty's Funday Funnies* on your TV NETWORK SHOWSHEET (OPEN MIKE, Jan. 18). Now that the next issue of the TV NETWORK SHOWSHEET has been published in the issue of April 4, I see that the information is once again incorrect . . .

The listing should read: "Sunday afternoon, ABC-TV 5-5:30 p.m., *Matty's Funday Funnies,* Mattel Inc., F."—*Alfred Harvey, President, Harvey Films Inc.*

[Mr. Harvey should get A-plus for his patience and restraint. How could we possibly explain a double goof?—THE EDITORS.]

Disagrees with catv group

EDITOR: I am surprised that you have not published a reply to the unfair letter of Milton J. Shapp [Jerrold Electronics Corp. president] in your OPEN MIKE section of the March 7 issue. . . . I would appreciate having my letter to Mr. Shapp considered . . . :

"You mentioned that some 92 or 93 tv stations have gone off the air since the post freeze. I have been able to verify approximately 91 instances . . . of which 80 were uhf. In approximately 90% of the uhf cases, the story is well known in regards to their competing with vhf stations. All total, 13 were in competition with catv. This actually increases by a large percentage the number of stations claiming catv trouble. . . .

"You also mentioned some 42 cities in which catv operators and broadcasters co-existed. I would appreciate a list. . . .

"Being familiar with the station situation in Pennsylvania, I have some facts which might interest you. There have been nine stations which have gone black in this state with catv in four of these cities. There are 19 stations on the air in 11 cities and only one of these contains a catv system. . . .

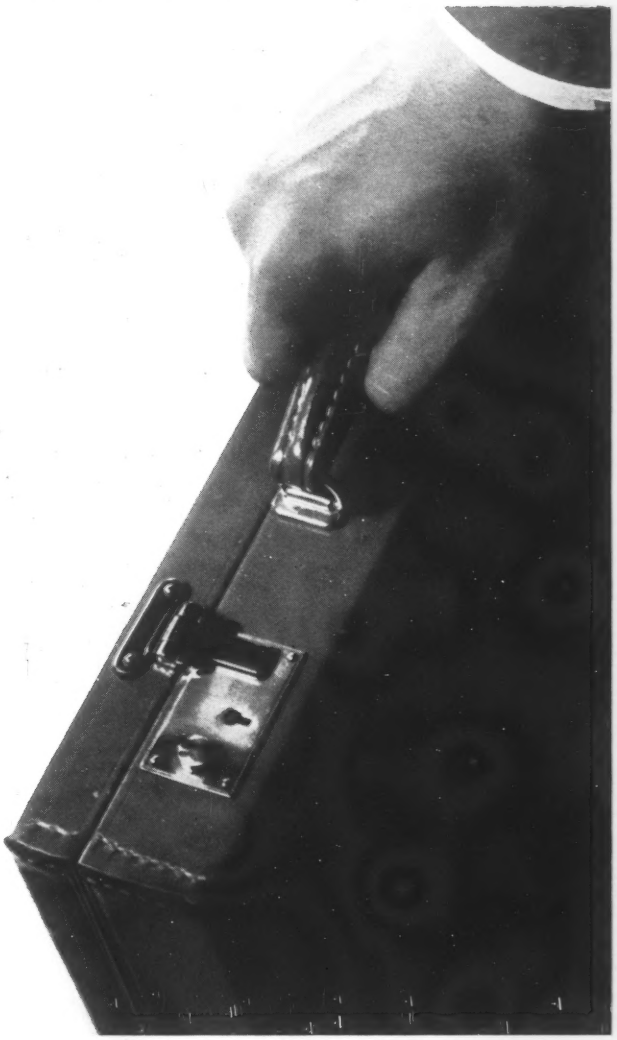
"I am a member of a group seeking a channel for Sunbury, Pa., and you

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

A NEW RIGHT ARM



TAF TELEVISION ADVERTISING REPRESENTATIVES, INC.

Offices in principal cities . . . representing:

WBZ-TV Boston • WJZ-TV Baltimore • KDKA-TV Pittsburgh

KYW-TV Cleveland • KPIX San Francisco

A NEW RIGHT ARM FOR AGENCIES

In this day of staggering stacks of statistics
. . . a new kind of rep becomes your good right arm.

We sell spot. The workhorse of television.
Our role is to simplify for you.
Recommend. Expedite. Assist. Service.
To dissect audiences as they've never been dissected
. . . so they can be mated to your clients' products.

To dig out buying habits in a new, precise way.

In a maelstrom of mass media, we give you
the *class* of mass you need. To sell. To save
your time. Your eyes. Your clients' money.

We concentrate on the few. Five great television stations.

In five major markets.

We'd rather know a lot about a few . . .
than a little about a lot.

Your TvAR man concentrates on the few, too.
Because our staff is big, his list is small.

Are you angling for an age group so specific
it has never been spelled out before? Our
Audience Dimensions pinpoint it for you.

Wondering how your brand stacks up in our
markets? Our *Brand Comparisons* tell you.

Want to test television on a shoestring?
Our *Television Spot Test* shows you how.

Wondering how your brand stacks up in our markets? Our *Brand Comparisons* tell you.

Want to test television on a shoestring? Our *Television Spot Test* shows you how.

Like to see shows before you buy, preview commercials, pre-test copy lines? Our *Videotape* equipment makes it possible.

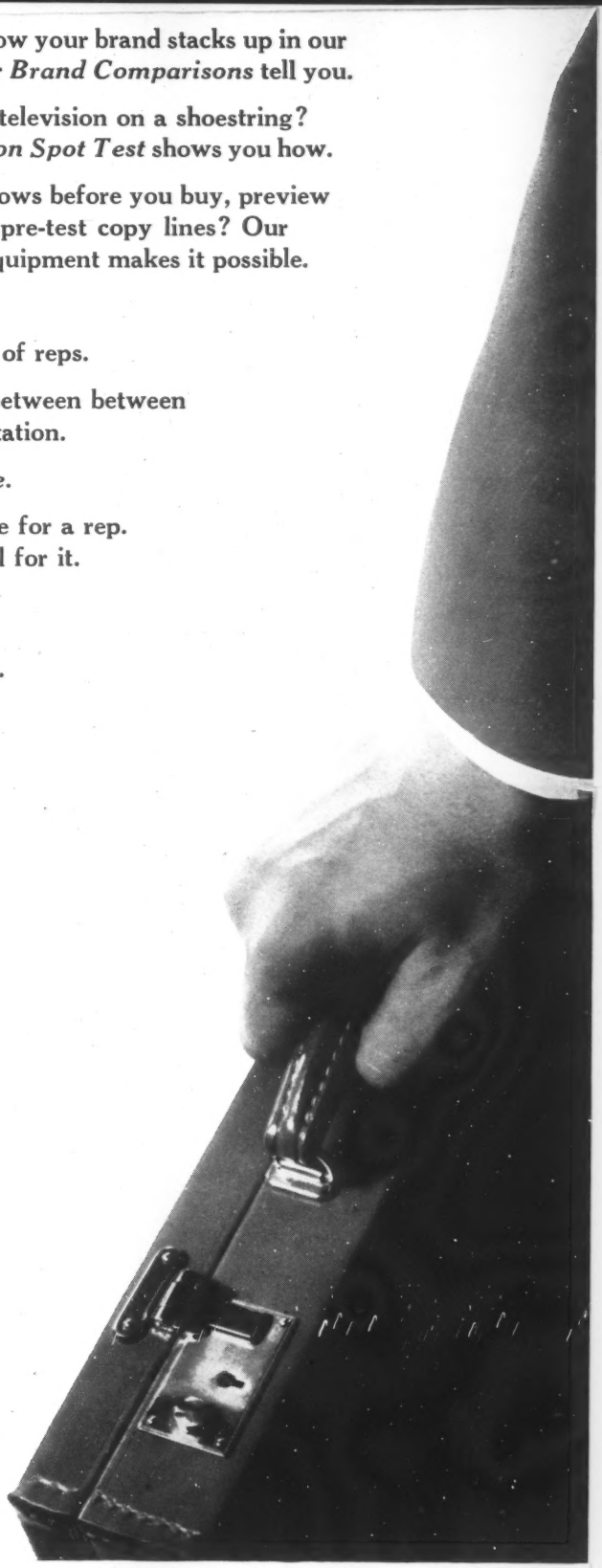
A new breed of reps.

No mere go-between between agency and station.

A third force.

It's a new role for a rep.
The times call for it.

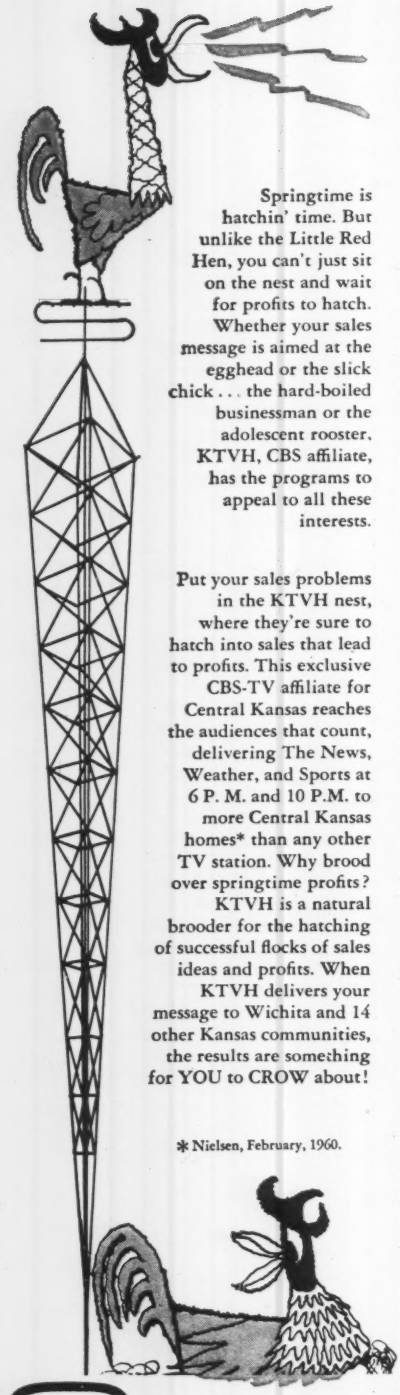
Use us.
Call us.
Drop in on us.



TELEVISION ADVERTISING REPRESENTATIVES, INC.

Offices in principal cities . . . representing:

WBZ-TV Boston • WJZ-TV Baltimore • KDKA-TV Pittsburgh
KYW-TV Cleveland • KPIX San Francisco



Springtime is hatchin' time. But unlike the Little Red Hen, you can't just sit on the nest and wait for profits to hatch. Whether your sales message is aimed at the egghead or the slick chick . . . the hard-boiled businessman or the adolescent rooster, KTVH, CBS affiliate, has the programs to appeal to all these interests.

Put your sales problems in the KTVH nest, where they're sure to hatch into sales that lead to profits. This exclusive CBS-TV affiliate for Central Kansas reaches the audiences that count, delivering The News, Weather, and Sports at 6 P. M. and 10 P.M. to more Central Kansas homes* than any other TV station. Why brood over springtime profits? KTVH is a natural brooder for the hatching of successful flocks of sales ideas and profits. When KTVH delivers your message to Wichita and 14 other Kansas communities, the results are something for YOU to CROW about!

*Nielsen, February, 1960.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH
KANSAS
■ WICHITA AND HUTCHINSON ■

might be surprised at the reactions we have been getting from the so-called non-competitors. So far they have managed to delay our plans in one form or another approximately three months. We are determined to provide the area with an additional service and will put the station on the air with or without their cooperation. . . ."—*Richard L. Fenstermacher, Broadcast Services, P. O. Box 227, Lewisburg, Pa.*

Criticism's tender spot

EDITOR: Some people close to the tv industry are excruciatingly sensitive to tv critiques by newspaper columnists (witness the MONDAY MEMO by Clay Rossland in BROADCASTING March 21).

Yet these sensitive types take for granted the great dollops of promotional space, free and uncritical, given tv by daily newspapers each week.

Is there a tv station in the country which regularly donates free time to promoting the coverage and features of newspapers in its area?—*C. R. Appleby, Partner,* The Daily Report *and KASK-AM-FM Ontario, Calif.*

Another automation system

EDITOR: It has come to our attention that there was a recent story about the newest advances in automation for the broadcaster ["Perspective '60" issue, Feb. 15; also see NAB convention exhibits story, April 10 issue]. For your information our firm has been manufacturing an automation unit since April 1959. Our Auto Jockey has more of the most wanted features, including lower cost, faster operation, electronically cued records (spins them and backs them up), tapes cued by sound, absolutely no silence between tapes or at the start of a record. . . . The first of these units was installed at KTKR Taft, Calif., while I was owner of the station in July 1958. It is still in operation.—*Kenneth Aitken, President, Shaler-Aitken Communications, Taft, Calif.*

Long-run religious series

EDITOR: The recent exchange of letters on long-time religious broadcasts (OPEN MIKE, March 14, Feb. 29) was of special interest to all of us at WIP.

The oldest continuous program on WIP, the oldest radio station in Philadelphia, is the Sunday morning 11 a.m. broadcast of the services from Holy Trinity Episcopal Church. It has been on the air without interruption since Dec. 23, 1922, just nine months after WIP made its bow on the local scene.—*Florence Lowe, Director of Public Relations, WIP Philadelphia.*

[St. Paul's Episcopal Church began on WWJ Detroit April 16, 1922; Calvary Baptist Church, New York, began March 4, 1923, on its own station, now is on WABC there.—The Editors.]

White House conference

EDITOR: While the White House Conference on Children and Youth may not have received the kindest attention from the press . . . I feel that the public should know something about the mood and temper of the participants and the work groups in which they participated.

In the work group on radio-tv, in which I participated, the position of the delegates was quite clear. . . . We implored the FCC to exercise its authority through already existing legislation [including the standards in the 1946 report] more popularly known as the "Blue Book." . . . We urged the public to exercise discrimination through its use of tuning dials, purchases and public expression of opinion.

We recommended to the President that members of the regulatory agencies be appointed without regard to political party allegiance and with consideration to public service, integrity and competency in the arts and sciences. We also recommended the establishment of a National Advisory Commission to work with the FCC and to help determine broadcasting in the public interest.

We strongly urged that when complaints are made about the programming policy of individual stations, that license renewal hearings should be held in the local community to provide opportunity for responsible public opinion to be heard on the stewardship of the licensee. . . .

If the published reports . . . are couched in rather mild language, it will be only because the editorial committee was instructed to be concise and to express ideas in positive fashion without philosophy or rationale. However, my impression of the temper of the workshop groups was anything but mild. . . . —*Henry H. Mamet, Executive Director, Broadcasting Commission, Chicago Board of Rabbis.*

The hope of youth

EDITOR: . . . A young man just sinking his roots into the field of broadcasting is abound with idealism, but constant battering at the hands of irresponsible stations leads him to almost believe the station manager's battle cry, "This is a business" and its follow-up "This is reality." Refuse to conform . . . refuse to believe that high ideals have no place . . . and you are out of a job.

Many young men coming from colleges and universities, well steeped in the theory of moral responsibility, are searching for quality stations that realize that radio-tv is more than a mere business. By giving them a chance to prove themselves, it might prove to be a contribution to the betterment of radio.—*Peter W. Duncan, Class of 1960, School of Journalism, Pennsylvania State U., University Park, Pa.*

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On United Air Lines DC-8 Jet Mainliner® you will find *extra care* is everywhere. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back and relax in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in either of the two colorful "living room" lounges—one for First Class and one for Coach passengers. It's a real treat, flying the DC-8. Why not treat *yourself* soon? Call your Travel Agent or your local United Air Lines office for de luxe First Class or thrifty Custom Coach accommodations.

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The comfortable high, wide DC-8 seat adds privacy to your dining pleasure.

MONDAY MEMO

from **KENNETH A. HARRIS,** *director of advertising, Kitchens of Sara Lee Inc., Chicago*

How Sara Lee bakes $25 million 'cake'

There are three main reasons why Sara Lee spends 50% of its $2 million advertising budget on broadcast media: (1) The importance of endorsement of Sara Lee products by national and local broadcast personalities; (2) the opportunity to fully demonstrate the quality ingredients story that is so important to all Sara Lee products, and (3) the excitement that can be created by properly merchandising national and local personalities and programs to the trade and consumers.

In the selection of "buys" in broadcast media, ratings generally are not very important.

We feel it is much more important to be associated with the right type of program—one that provides a good selling environment and strong merchandising opportunities, than to allow our evaluation to be based on ratings. There are some very highly rated shows that Sara Lee would never consider sponsoring. There also have been programs and "specials" that other advertisers turned down because of potentially low ratings that proved to be excellent buys.

Some of these buys that were particularly successful for Sara Lee included, in 1958, the ABC-TV election night telecast. It was offered to Sara Lee after many national advertisers turned it down. When this program was offered to us a week before it was to be telecast, we made an immediate decision to buy. The results were excellent, a good sales increase resulted, and by the way, the ratings on a cost-per-thousand basis turned out to be excellent. Another example is our current Chicago sponsorship of the critically acclaimed *Play of the Week.*

Presently we are in our third year of sponsorship of *Arthur Godfrey Time* on CBS Radio and are completing our first year of sponsoring *Captain Kangaroo* on CBS-TV. On a local basis we are in the midst of the biggest radio continuity campaign in Sara Lee history. Currently close to 100 personalities in key Sara Lee markets are selling the complete line of Sara Lee baked goods to their loyal audiences. Response has been excellent.

Often Overlooked ■ What are some of the main problems Sara Lee has experienced in using broadcast media on a network basis? Oftentimes the networks overlook Sara Lee (and no doubt other advertisers our size) as a potential sponsor until the program has been presented to all the "blue chip" advertisers.

We feel this is a mistake because our advertising budget is designed to allow great flexibility and, because we are a small company, we make over-night decisions on "hot" buys. Also, because we are in a growth cycle we often make additional advertising investment appropriations if the situation warrants it.

What about problems experienced in local market buys? There are several areas where broadcast media should improve.

Perhaps the most important is making good local tv spots available to short term advertisers. Because the limits of the Sara Lee budget prevents 13 or 26 week spot commitments we find it extremely difficult to buy good prime time spots in many local areas. Our local campaigns most often are seasonal and last for two or three week cycles.

During these campaigns we have large budgets available for local spot purchases, yet quite often find ourselves forced to divert these funds to other media because not enough satisfactory tv spots are available to us as an "in and out" local advertiser.

Ken Harris joined Sara Lee in sales in 1954 after having been associated with two advertising agencies and the Chicago Tribune. *From divisional sales manager, he was promoted to advertising director in 1958. He is responsible for both the advertising and the public relations program in conjunction with the Sara Lee agency, Cunningham and Walsh, and its pr firm, Daniel J. Edelman & Assoc.*

Merchandising ■ Another area where improvement is needed is that of networks and local stations providing more merchandising cooperation. Here, tv and radio could take a lesson from print media, where excellent cooperation is provided.

One of the strongest selling points newspapers offer is their localized approach. This is extremely important when merchandising a campaign to the local sales force, customers and consumers.

Actually, broadcasting is just as "localized," but because of the lack of effort of the media to capitalize on this aspect, far greater efforts on the part of the manufacturer are necessary in order to achieve full merchandising impact at a local level. There are, of course, many exceptions.

Spots and Rates ■ There are two other problem areas in using broadcast media. The first concerns buying spot tv and radio and the fact that few stations will accept orders more than 30 days in advance of the starting date.

This presents a severe problem because it may take over a week before it is possible to evaluate all the availabilities in a given market. Then, if there are not good availabilities, other media strategy must be developed on a "helter-skelter" basis.

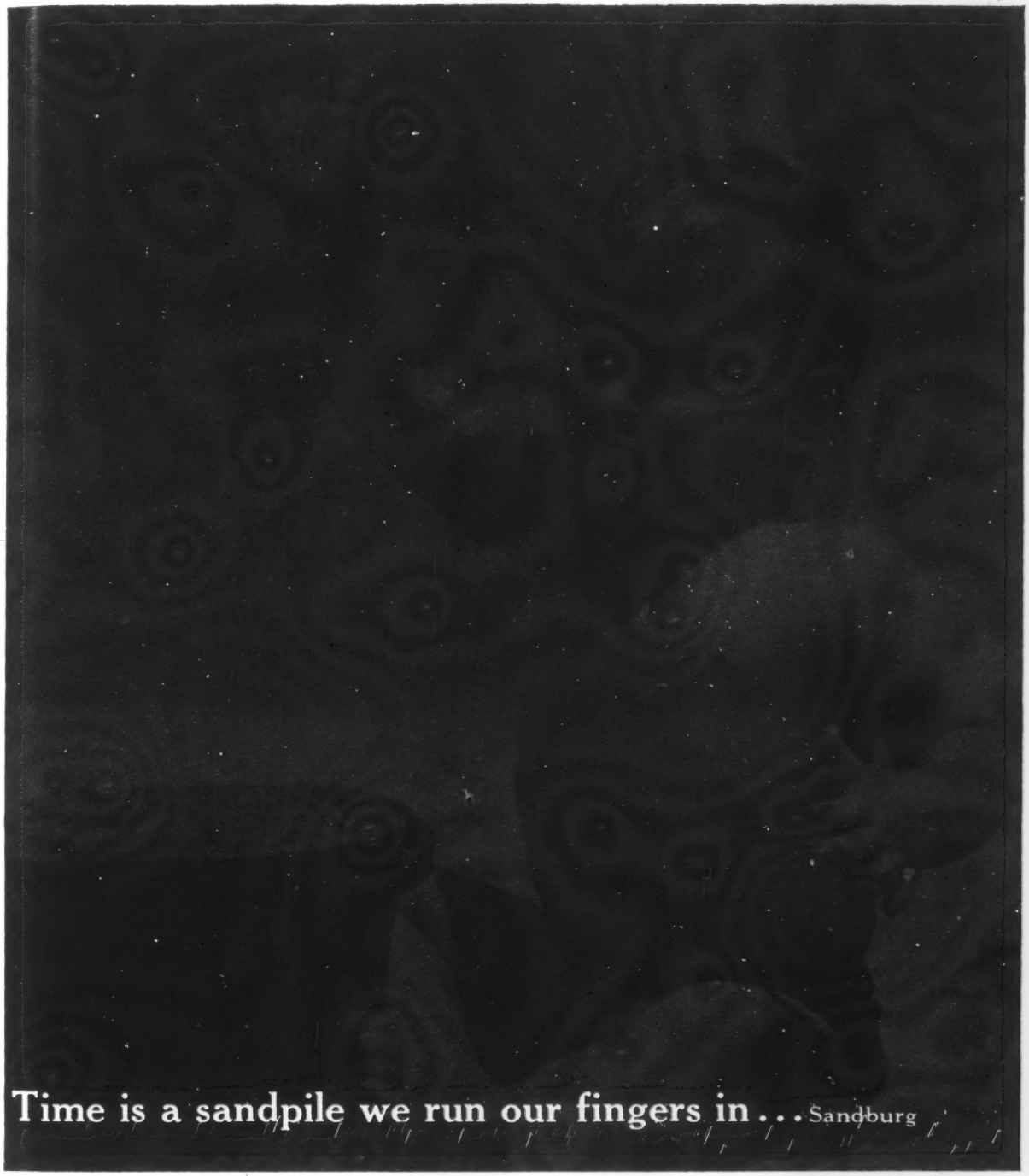
The second point concerns the "bugaboo" of national vs. local rates on spot buys. Sara Lee buys spots at national rates through our agency, Cunningham & Walsh, but it is a strong temptation for a national advertiser not to buy tv or radio spots locally when they are offered at up to 25% less than rate card. Oftentimes the spots offered at the discount price are better than those the national representatives have available.

A uniform policy should be established with local rates meaning just that, available to local advertisers only, or better still, offer one rate only to both national and local advertisers.

How important is broadcast media to future Sara Lee advertising plans?

Since Sara Lee was founded in 1951 (sales $400,000), approximately 50% of our advertising budget has been spent in broadcast media. We are in the midst of planning our 1960-61 advertising appropriation (1960 sales estimate $25 million).

Assuming that proper advertising vehicles are available, this forthcoming year will represent the largest Sara Lee expenditure in broadcast media.



The value of TIME is our use of it. Thus, productivity becomes the significant indication of our TIME'S worth.

At WBAL-TV in Baltimore, productivity is our principal orientation. We seek to use our TIME well by employing good creative talent, good judgment and good taste to produce the kind of programs that *people* watch.

With many award-winning public service features to our credit, and with over 75 live local shows each week, the variety, quality and interest of our regular schedule is not easily matched. Every minute of our day is planned with care and consideration for our public responsibility and executed with the attention of professional excellence. Audience and sales follow naturally this healthy pattern of productivity.

"TIME is a sandpile we run our fingers in," the philosopher says. At WBAL Television 11 in Baltimore, we cup our hands tightly.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

There's more to

to Florida

There's **WJXT** in Jacksonville, where the figure coverage and the coverage figures both deserve a place in the sun!

WJXT more than doubles your county coverage and triples your audience in the booming Northeast Florida-South Georgia region. The score on counties: 66 vs 28. The score on ratings: all but 6 of the top 50 shows on WJXT according to Nielsen. On every score, there's more, much more to WJXT!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

erated by The Washington Post Broadcast Division:

JXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

On The Gulf Coast

THE BIG ONE

Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 18, 1960

Vol. 58 No. 16

THERE'S MONEY IN PUBLIC SERVICE

- **Radio and tv can increase income as well as prestige**
- **Most buyers say public service has 'sales appeal'**
- **NBC Spot Sales' Timebuyer Opinion Panel gives details**

Broadcasters are neglecting their pocketbooks as well as their prestige by not putting more emphasis on public service programming.

If they would do more—and promote it more—they would sell more.

These conclusions, defying the popular conception that public service lacks commercial appeal, represent the majority thinking in a group of 292 agency buyers and executives who participated in the sixth NBC Spot Sales' "Timebuyer Opinion Panel." Results of the study are being released today (April 18). Highlights of the findings:

■ Two out of three panelists think a good public service image improves a station's sales effectiveness for advertisers.

■ Six out of ten have bought or would buy spots adjacent to public service programming.

■ Seven out of ten would be more inclined to recommend the purchase of a public service program if stations supplied more qualitative information. A majority think stations are "seriously remiss" about reporting their public service activities.

■ More than nine out of ten think public service programming can be a good vehicle for building an advertiser's corporate image. Two of three consider it effective in selling a high-cost hard-goods product (but only one in four think it can move a low-cost, high-turnover item effectively).

■ Eight out of ten think controversial subjects can be explored without harm to a program's sponsor, provided both sides are presented fairly.

■ Six out of ten think advertiser interest in television public service programming will increase in the years ahead. Almost five out of ten expect increased interest in radio public service programming.

■ Almost seven out of ten believe that big-budget advertisers should share the responsibility for public service programming by sponsoring some of it.

■ News significance, documentaries and local problems rank 1-2-3 in audience appeal in nighttime public service programming in the opinion of the panelists. By program type, their current commercial interests are primarily in news and weather, convention and election coverage, legislative reports, religious programming, classical music programs and such special-interest shows as farm news, market reports, etc.

■ Imaginative presentation, good production-direction-writing, wide viewer and/or listener appeal and timeliness or newsworthiness were most frequently mentioned as qualities needed to make a public service program commercially attractive. Others included quality talent and guests, judicious choice of subject matter, objectivity and accuracy, informative matter, straightforward approach on controversy, local appeal, advance promotion and publicity and more advantageous scheduling.

In releasing the report, Richard H.

Public service: radio does it; television is next

Television and advertising have reached a point of maturity where both stand to gain from public service programming. So suggests Sam B. Vitt, vice president and associate media director of Doherty, Clifford, Steers & Shenfield, New York, in comments contained in the public service programming study being released today (April 18) by NBC Spot Sales (see above). In Mr. Vitt's words:

MR. VITT

"Public service programming . . . is just coming of age. Perhaps this maturing will be further stimulated by the recent criticisms of the broadcasting and advertising industries. But it is not really surprising that public service programming is where it is now, nor that it appears headed for a brighter, more productive future.

"In the first place, if one is concerned about public service programming in the broadcast industry, it is probably that either consciously or unconsciously he is thinking about television. For certainly radio, in reality, today *is* public service programming to a considerable degree. With its news, time signals, weather reports, traffic analysis, panels, etc., all held together with music, radio has fashioned its survival out of public service programming.

"Television, of course, is another story. But it does not seem unfair to say that its difference is principally one of youth. In the beginning it faced the question of survival and after successfully surviving a period of technical awkwardness, a period of programming development and a period of adjusting to a third network, it would appear now that the necessary attentions may be focused against public service programming. Additionally it would seem that as television matured, so did many of the advertisers utilizing the medium, and as a result not a few of them find themselves at a point where they can effectively utilize the principal merits of public service programming.

"So . . . it would appear that historically, in terms of growth, both the television industry and the advertising industry have developed simultaneously to the point where public service programming [becomes more attractive] as being potentially mutually advantageous to them both."

The opinions of the agency panel . . .

NBC Spot Sales surveyed 292 agency timebuyers and executives about the U.S. on the major questions surrounding public service programming by radio-tv, its present commercial appeal and its prospects. Here's a breakdown of replies to the principal questions:

TABLE 1: HOW GREAT IS SPONSOR INTEREST?

Has one of your clients expressed an interest in, or have you recommended to a client, the sponsorship of a station public service program?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
(a) RADIO	No.	Pct.	No.	Pct.	No.	Pct.
Yes	93	36	25	28	68	41
No	156	61	59	65	97	58
Don't know	8	3	6	7	2	1
Total respondents	257	(100)	90	(100)	167	(100)

	Total		Over $1 mill.		Under $1 mill.	
(b) TV	No.	Pct.	No.	Pct.	No.	Pct.
Yes	111	42	41	40	70	43
No	143	54	55	54	88	54
Don't know	10	4	6	6	4	3
Total respondents	264	(100)	102	(100)	162	(100)

TABLE 2: IS STRONG IMAGE A BIG SELLER?

In your opinion, does it tend to run true that a station that develops a strong public service image also provides greater sales effectiveness for advertisers?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	188	65	60	56	128	70
No	54	19	29	27	25	14
No opinion	47	16	18	17	29	16
Total respondents	289	(100)	107	(100)	182	(100)

TABLE 3: HOW'S COMMERCIAL 'ENVIRONMENT'?

Many people in the industry believe that the type of programming surrounding a commercial has a distinct bearing on the commercial's sales effectiveness. Aside from audience size, do you feel that public service programming is more or less desirable a surrounding than the average commercial programming?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
More desirable	99	35	37	35	62	35
Less desirable	63	22	23	22	40	22
No difference	89	32	30	29	59	33
Don't know	32	11	15	14	17	10
Total respondents	283	(100)	105	(100)	178	(100)

TABLE 4: MORE DATA, MORE INCLINATION TO BUY?

Do you believe that you would be more inclined to recommend the purchase of a public service program if you were supplied with more qualitative audience information than is presently available to you?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	207	72	76	71	131	72
No	30	10	15	14	15	8
Don't know	53	18	16	15	37	20
Total respondents	290	(100)	107	(100)	183	(100)

TABLE 5: QUALITY TREND—UP OR DOWN?

In general, do you think that over the past few years the quality level of public service programming has increased, decreased or remained about the same?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
(a) RADIO	No.	Pct.	No.	Pct.	No.	Pct.
Increased	114	40	51	48	63	35
Decreased	87	30	22	21	65	36
The same	81	28	31	30	50	28
Don't know	4	2	1	1	3	1
Total respondents	286	(100)	105	(100)	181	(100)

	Total		Over $1 mill.		Under $1 mill.	
(b) TV	No.	Pct.	No.	Pct.	No.	Pct.
Increased	185	65	79	76	106	59
Decreased	30	11	7	7	23	13
The same	64	23	18	17	46	26
Don't know	4	1	—	—	4	2
Total respondents	283	(100)	104	(100)	179	(100)

TABLE 6: CAN THE 'PS' PROGRAM REALLY SELL?

In your opinion, can a public service program be an effective advertising vehicle?

(a) *to help mold a corporate image*

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	276	95	105	98	171	93
No	7	2	1	1	6	3
No opinion	8	3	1	1	7	4
Total respondents	291	(100)	107	(100)	184	(100)

(b) *to help promote a high cost hard goods product*

	Total		Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	180	64	77	73	103	59
No	50	18	14	13	36	20
No opinion	53	18	15	14	38	21
Total respondents	283	(100)	106	(100)	177	(100)

Close, vice president in charge of NBC Spot Sales, noted that "the results are not meant to be projected to the total universe of several thousand persons engaged, directly or indirectly, in the purchase of broadcast time." But, he said, they do "offer an interesting reflection of current opinions among a very important and articulate section of the timebuying fraternity."

The 292 panelists represent 225 advertising agencies or offices throughout the U.S. A total of 37% are with agencies billing more than $1 million a year and, as in past panel studies, the viewpoints were reported not only for the entire group but also for large and small agencies separately.

Many Meanings ■ The panelists defined public service in different ways. Some, for instance, thought World Series broadcasts fall into that category; others did not. Sanford L. Kahn, radio-tv director of Mulle, Breen & Waldie, Los Angeles, defined it as "any program that fills a definite need." Others, like Leslie B. Sterne, radio director of Smith, Taylor & Jenkins, Pittsburgh, considered it akin to the color gray, capable of falling "anywhere between pure white and absolute black."

Two-thirds of the respondents—and an even larger percentage of the small-agency group—held that a station with a strong public service image is more effective for advertisers (see Table 2). Among big agencies this feeling was somewhat less prevalent (56%), although a number of major-agency executives went on record with strong convictions. For instance:

Arthur S. Pardoll, associate media director, Foote, Cone & Belding, New York—"Through diversified public service programming a station has an excellent opportunity to establish a close identity with the local community. In this way the broadcaster can provide a favorable backdrop for the advertisers' messages. The image of the station can have an effect upon the

. . . rating 'sell appeal' of public service

(c) *to help promote a low cost high turnover product*

	Total		Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	71	25	24	23	47	26
No	139	49	55	51	84	47
No opinion	75	26	28	26	47	27
Total respondents	285	(100)	107	(100)	178	(100)

TABLE 7: DOES QUALITY OFFSET MASS?

Admittedly, public service programming appeals to a limited audience. In your opinion, can the qualitative characteristics of this audience offset for an advertiser the lack of mass appeal?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	210	73	84	80	126	69
No	44	15	12	11	32	18
No opinion	33	12	9	9	24	13
Total respondents	287	(100)	105	(100)	182	(100)

TABLE 8: WOULD YOU BUY ADJACENCIES?

Have you or would you purchase spot availabilities adjacent to public service programming?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
(a) RADIO	No.	Pct.	No.	Pct.	No.	Pct.
Yes	171	60	57	54	114	63
No	50	17	19	18	31	17
Don't know	67	23	30	28	37	20
Total respondents	288	(100)	106	(100)	182	(100)

	Total		Over $1 mill.		Under $1 mill.	
(b) TV	No.	Pct.	No.	Pct.	No.	Pct.
Yes	180	63	62	58	118	66
No	43	15	18	17	25	14
Don't know	64	22	27	25	37	20
Total respondents	287	(100)	107	(100)	180	(100)

TABLE 9: CAN CONTROVERSY SELL?

Sometimes controversy is the very heart of a public service program. Do you believe that the exploration of a controversial subject is detrimental to the program's sponsor if both sides of the issue are fairly presented?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	32	11	7	6	25	14
No	231	79	87	81	144	79
Don't know	28	10	14	13	14	7
Total respondents	291	(100)	108	(100)	183	(100)

TABLE 10: WHICH PROGRAMS APPEAL MOST?

Which types of public service programming do you feel would have the greatest audience appeal in evening time? (Please rate the following from 1-9.)

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
Weighted ranking*	Score	Rank	Score	Rank	Score	Rank
Panel discussion	1018	8	439	6	579	8
Documentary	1833	2	737	2	1096	2
Political	1238	5	478	5	760	4
Cultural	1149	6	416	7	733	6
News significance	2183	1	817	1	1366	1
Religious	565	9	198	9	367	9
Educational	1046	7	369	8	677	7
Local problem	1664	3	569	3	1095	3
Scientific	1280	4	529	4	751	5

* Computed by assigning a weight of "9" for 1st Choice, "8" for 2nd Choice, "7" for 3rd Choice, "6" for 4th Choice, "5" for 5th Choice, "4" for 6th Choice, "3" for 7th, "2" for 8th and "1" for 9th Choice.

TABLE 11: WILL SPONSORS BUY MORE?

Do you believe that advertising will, in the coming years, be more inclined to sponsor public service programming?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
(a) RADIO	No.	Pct.	No.	Pct.	No.	Pct.
Yes	138	48	52	49	86	47
No	49	17	24	23	25	14
Don't know	101	35	30	28	71	39
Total respondents	288	(100)	106	(100)	182	(100)

	Total		Over $1 mill.		Under $1 mill.	
(b) TV	No.	Pct.	No.	Pct.	No.	Pct.
Yes	186	64	75	70	111	61
No	25	9	14	13	11	6
Don't know	79	27	18	17	61	33
Total respondents	290	(100)	107	(100)	183	(100)

TABLE 12: SPONSORS' RESPONSIBILITY TOO?

The responsibility for public service programming lies with the broadcast industry. Do you feel that the heavy users of broadcast time (i.e., major corporations) should share this responsibility by sponsoring some of this programming in the same way they support scholastic awards, research projects, and community health, educational and welfare organizations?

	Total		Broadcast billings Over $1 mill.		Under $1 mill.	
	No.	Pct.	No.	Pct.	No.	Pct.
Yes	195	68	70	66	125	70
No	62	22	24	23	38	21
No opinion	28	10	12	11	16	9
Total respondents	285	(100)	106	(100)	179	(100)

reception of this message. Therefore it behooves stations to put their best foot forward" in public service shows.

Donald E. Leonard, media director, Fuller & Smith & Ross, New York—"I believe each radio and tv station develops an image—call it 'community character'—and the primary ingredient is public service. Radio in particular is not generally lauded for public services because the listener is accustomed to, and expects, radio to do the things that it, of all media, is best equipped to do. Notices concerning school closing due to bad weather are a good example. . . . As damning as some attacks on broadcast media seem to be, the fact remains that all participate in public service in varying degrees. It would seem that radio, specifically, does this so well, without touting the fact that it is being done, that the average listener accepts rather than expects."

Audience Quality vs. Size ■ It was acknowledged that public service programming generally appeals to a limited audience—but 73% of the panelists (even more among big agencies) thought the qualitative characteristics of such an audience can offset the lack of mass appeal (Table 7). But they said they needed this type of information in order to recommend a public service program to their clients (Table 4). Don Heller, broadcast buyer for N.W. Ayer & Son, Philadelphia, summarized this point of view as follows:

"Public service programming, I believe, attracts the 'seldom' or 'selective' viewer. Therefore it brings back to television an additional audience. I would venture to say that this group encompasses the upper portion of the market in terms of education, income, community leadership and trend setters. Qualitative studies of the public service audience would be extremely helpful in our evaluation of this programming for use by [prestige] products."

Wanted: More Information ■ But not

many stations are supplying that sort of information. A large majority of the respondents said they never receive such reports, although they thought this data would make effective station mailings. Here are some of their quotes:

". . . I am not aware of any continuing series of reports to agencies on all the public service activities of a station, although networks and individual stations often report on a single broadcast or telecast."

". . . Reports should include history of program, ratings, homes delivered and qualitative audience information; also audience reaction and results if the station has pinpointed these."

". . . I have never personally seen such a report. . . . It should have rudimentary information as to schedule of spots, programs, time periods, special station promotion efforts."

Although public service programming as a rule may attract less than a mass following, the panelists did undertake to rate nine program types according to ability to pull large audiences in evening time: News significance, documentary, local problems, scientific, political, cultural, educational, panel discussion and religious programs were ranked in that order (Table 10).

Controversy Not Bad ■ Despite widely publicized exceptions in the past, the agency people said they did not regard the treatment of controversial issues as harmful to a program's sponsor if it is handled fairly. That was the verdict of 79% of the panelists (81% of those with large agencies) and another 10% (13% in large agencies) said they didn't know the answer (Table 9).

A total of 36% said they had recommended—or a client had expreseed interest in—sponsorship of a radio public service program. In tv the percentage was somewhat higher: 42%. For both radio and tv the interest was higher among agencies billing less than $1 million a year than among larger agencies. (See Table 1.) Six out of ten have bought or would be willing to buy spots adjacent to public service programs (Table 8).

Some of those who have used public service programming offered enthusiastic reports on the result:

James B. Rogers, president of Rogers & Collins, Baltimore—"We are probably one of the few agencies in this market that have employed public service approach to a commercial problem. We feel quite strongly that this is an embryo vehicle for commercial participation and that the future will see many more sponsors using this tack for foundation media planning. Great care must be taken, however, to buy *on an individual need.*"

Trent Christman, director of radio and tv, Holst & Male, Honolulu—"This agency is currently producing for Hawaiian Electric Co. a series of 25 one- and two-hour public service programs [which cover] all aspects of Hawaiian heritage and culture, past, present and future. We feel that this program can and does do an exceptional job of maintaining a valuable

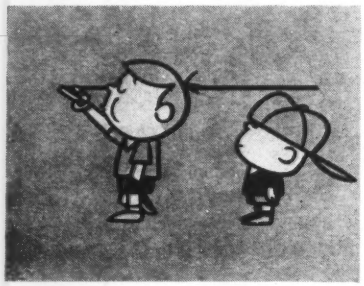
National Guard's light touch sells recruiting

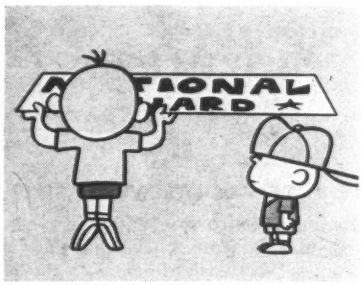
A public interest campaign, competing with hundreds of others for a place on the station schedule, has to earn its way in listener appeal.

Fletcher Richards, Calkins & Holden, taking on the National Guard recruiting-community relations account this year, decided to upset tradition and take a lighthearted approach to the subject of "missile age minutemen." A roomfull of Pentagon brass bought the idea and by now 60 and 20-second prints have been shipped to a national saturation list of 550 stations.

The film opens on a whistling boy drawing a line in limbo. (l. above) A smaller boy walks in and asks: "What's that?" Older boy: "That's the first line of defense." Younger boy: "What's that?"

The young artist flips the line to show a sign (over creaking sound) (r. above). Older boy: "The National Guard." Younger: "Guard against what?"



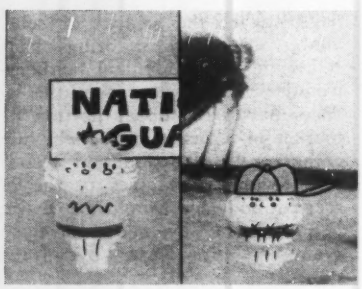


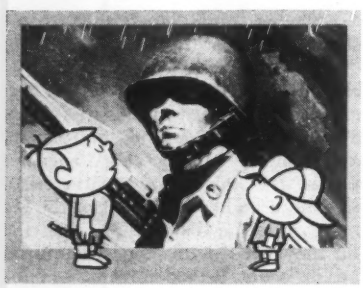
Wind spins the boys and blows in a live action scene (l. below) Older: "The unexpected." In succeeding frames they watch civil emergencies and military scenes.

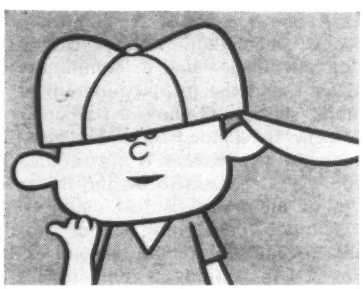
(Over march music c. below). Younger: "Hey, how come you know so much about the National Guard anyhow?" Older: " 'Cause my Pop told me. He's a corporal in the National Guard."

Younger (r. below): "Gee! How about that?" A final cut to the guard logo follows. Steve Roppolo, agency writer-producer, created the spot. Vic Miranda, art director, did the storyboard and Pintoff Productions filmed.

Others responsible: Lt. Col. James R. Connor, chief of the National Guard Bureau office of public affairs; Sy Frolick, Fletcher Richards senior vice president and director of tv-radio; Bruce Jacobs, account executive, and Bob Nugent, tv-radio account executive, who "sold" the storyboard in Washington.



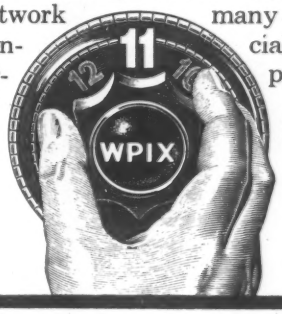




the prestige independent with network advertisers!

THE PROCTER & GAMBLE CO.
GENERAL MOTORS CORP.
BRISTOL-MYERS CO.
GENERAL FOODS CORP.
CHRYSLER CORP.
AMERICAN AIRLINES, INC.
COLGATE-PALMOLIVE CO.
R. J. REYNOLDS TOBACCO CO.
WARNER-LAMBERT PHARMACEUTICAL CO., INC.
UNITED AIR LINES, INC.
GENERAL MILLS, INC.
NATIONAL BISCUIT CO.
U. S. RUBBER CO.
BROWN & WILLIAMSON TOBACCO CORP.
FORD MOTOR CO.
THE COCA-COLA CO.
GENERAL CIGAR CO.
BORDEN'S
TRANS-WORLD AIRLINES, INC.
VICK CHEMICAL COMPANY
P. LORILLARD CO.
BEST FOODS
U. S. TOBACCO CO.
TEXACO CANADA LIMITED
KELLOGG COMPANY
MILES LABORATORIES, INC.
THE AMERICAN TOBACCO CO.
CANNON MILLS, INC.
INTERNATIONAL SHOE CO.
FIRESTONE
GULF OIL CORP.
STERLING DRUG, INC.
LEVER BROTHERS CO.
AND MANY, MANY MORE

WPIX-11 carries more minute advertising from the *top 25* national spot advertisers than *any* other New York television station.* ▪ Leading advertisers select WPIX-11 for the "network look" of its programming, its Nielsen-proved quality audience and the guaranteed good company of other national advertisers. Your product message will never appear with "mail order" or over-long commercials—because WPIX-11 *does not accept* this kind of advertising ▪ Only WPIX-11, of *all seven* New York TV stations, offers you so many opportunities to place *minute* commercials in such a productive selling atmosphere during the *prime nighttime hours!*

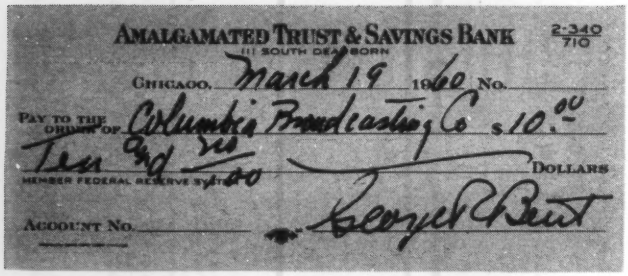


Where are your 60-second commercials tonight?

WPIX *new york*

*Broadcast Advertiser Reports

© 1960, WPIX



A MOST UNEXPECTED SPONSOR

FOR A MOST SPECTACULAR PROGRAM!

The check came in a letter saying: "I send it to you because I thought your coverage of Squaw Valley was superb. And I understand it cost you a pretty penny over and above any advertising income."

The letter was one of literally thousands reflecting the excitement and appreciation felt by 80 million Americans who watched the series of 14 programs on the CBS Television Network covering the 1960 Winter Olympic Games.

They came from all elements of the population—from some of the highest ranking government officials, one of whom described the broadcasts as "a spectacular job of detailed coverage"—as well as from farmers, teenagers, businessmen, and housewives. A Midwestern newspaper published an editorial headed "CBS deserves a gold medal."

It goes without saying that this remarkable surge of enthusiasm was especially gratifying to the *real* sponsor of the series—Renault, Inc.—which was able to demonstrate the quality of its automobiles to tremendous daily audiences. *During the average minute that the 14 broadcasts were on the air they commanded the undivided attention of 20 million viewers. More people watched these broadcasts than the combined viewers of all other programs on the air at the same time.*

Naturally this overwhelming response pleased us, too, since it set the stage for our exclusive coverage of the Summer Olympics next August and September against the magnificent backdrop of Rome. (For 18 consecutive days, in a series of 29 broadcasts, you will see the world's foremost athletes competing in the historic Marathon and Pentathlon events, as well as in 32 other sports contests ranging from boxing to yachting.) It set the stage, too, for an advertiser to write a check making him a sponsor. In fact, we're expecting it.

CBS TELEVISION NETWORK

19
60
7

Do-it-yourself public service creates a symphony

WIKB Iron River, Mich., discovering the wide-spread public acceptance of its new two-hour classical and light-concert music show, *Evening Serenade*, went a step further by establishing what it terms the first community symphony orchestra sponsored by a broadcasting facility.

Through Edwin Phelps, WIKB vice president and general manager, and a handful of interested parties, a group of area musicians and music lovers was assembled to discuss the matter. Twenty-three attended the first meeting and membership later swelled to 33. WIKB agreed to underwrite all organizational expenses and publicity, with Mr. Phelps as business manager.

With rehearsals in full swing, WIKB began pounding the promotional drums with a flourish of spot announcements which gathered momentum, first to wire services, the daily press and finally to state and government officials.

The symphony made its debut before a capacity audience two months ago and was a great success. Future plans call for guest soloists, under-the-stars concerts and a series of spring, fall and winter appearances.

company image while at the same time providing a vehicle to showcase the company's selling spots."

Owen N. Dailey, Owen N. Dailey Adv., Bakersfield, Calif.—"The shows we have programmed [documentaries on major surgery] have been highly successful both from the standpoint of audience and that of the medical profession. . . . Customer response has been excellent. . . ."

Exceptions ■ Not all panelists could give success stories. One said his agency recommended public service to its clients regularly but was consistently turned down on the basis of low ratings. Or, as put by Mal Ochs, Grey Adv., New York: "There is much good public service programming available. Unfortunately, too many sponsors are interested only in ratings and numbers."

Approximately two-thirds of the panelists thought television's public service programming had improved in the past few years. Two-fifths thought radio's had too (Table 5). This belief was more prevalent in large agencies, where respondents also were more inclined to expect increased sponsorship of public service programs in the future (Table 11).

What Service Can Sell ■ The ability of public service programs to promote the sponsor's corporate image was recognized by 95% of the respondents—and by 98% of those in larger agencies. But a majority (64%) felt these programs could sell high-priced hard goods as well, although only a fourth thought they would be a good investment for a low-cost, fast turnover item [Table 5 (c)].

Sales effectiveness was explored from another angle in a question asking the agency buyers to compare public service with average commercial programming as a setting for advertising messages, apart from audience size. One out of three thought public service more desirable and another 32% saw no difference, while 22% considered it less desirable and 11% had no opinion (Table 3). Sixty percent said they had bought or would be willing to buy spots adjacent to public service shows (Table 10). Said Jack Scanlon, media buyer at Benton & Bowles, New York:

"I don't think we should ever underestimate the level of interest of our audience. Certainly, editorial association and 'thinking' interest in a program should provide some additional value to selected types of products."

And Jack K. Carver, media supervisor of Doherty, Clifford, Steers & Shenfield, New York, said: "The question of whether public service programming is a more or less desirable backdrop for a commercial depends on several factors: products being advertised; the commercial itself—how and what it says and does, and the type of program—commercials that blend in editorially with a program can best retain the attention of the audience."

Sponsor Responsibility ■ More than two-thirds of the panelists thought that high-budget sponsors ought to share broadcasters' responsibility for presenting public interest programs (Table 12). Observations included:

Alice Ross, timebuyer, Heineman, Kleinfeld, Shaw & Joseph, New York—"It is the responsibility of large business interests to help in the dissemination of public service programming since . . . they have a great deal to gain if they assist in creating an even more aware citizenry than we now have. This includes the networks along with large corporations. . . . If businessmen who have the most to gain don't do something and do it fast, the government might be forced to step in and the situation would worsen."

Curtis G. Williams, owner, Cushing-Williams Adv., Phoenix—"Contrary to some strong opinion, I feel that good, effective public service programming will have to come from heavy users of broadcast time. This stuff all takes money and brains and . . . this means from successful business."

What's Good? ■ The panelists showed a wide range of ideas about what subjects would be good for exploration in public service programs—and how they should be handled. For instance:

Janet Murphy, broadcast media supervisor, L.C. Gumbinner, New York—"More local issues should be explored."

Walter Guild, president, Guild, Bascom & Bonfigli, San Francisco—" 'Public service' programming does not have to be 'egghead' programming. Your [panel questionnaire] categories do not include such things as travel-foreign subject-biographical programs, etc., yet these, too, perform a public service plus entertainment."

Leonard Kay, broadcast supervisor, McCann-Erickson, Chicago — "Public service need not be dull and dry. I believe the answer lies with the writers and producers. . . . What's really needed . . . is a campaign by the broadcasters to raise the image of public service programming."

Robert J. Smith, media supervisor, W.B. Doner & Co., Chicago—"The public service program can be an effective tool for the advertiser if done in a favorable image and merchandised for greater sales effectiveness."

Kenneth W. Wittleder, vice president, Stern, Walters & Simmons, Chicago—"Don't call it public service (how about 'special interest' shows?). The term is too self-conscious to prospective buyer and viewer. Put top talent to work creating them and promote shows in other media and in cross plugs."

William W. Cook, vice president, Dennis, Parsons & Cook, Jacksonville, Fla.—". . . final production of a public service program [should be] the responsibility of the 'show business' people at the station. This should insure that material that might otherwise be dull will be handled in an interesting and dramatic manner."

Dalton E. Nelson, Fischbein Adv., Minneapolis—"Those programs serving the public interest that have been treated with a light, sometimes humorous touch, have an audience . . . and will keep right on having an audience. . . ."

Stanley Newman, media director, Richard K. Manoff, New York—"Good public service programs like any good

part of the profile of a great radio station . . .

MORE WFBR LISTENERS OWN NEWER AUTOMOBILES

In the WFBR audience, there are proportionately 20% more car owners of 1956 or newer model cars than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

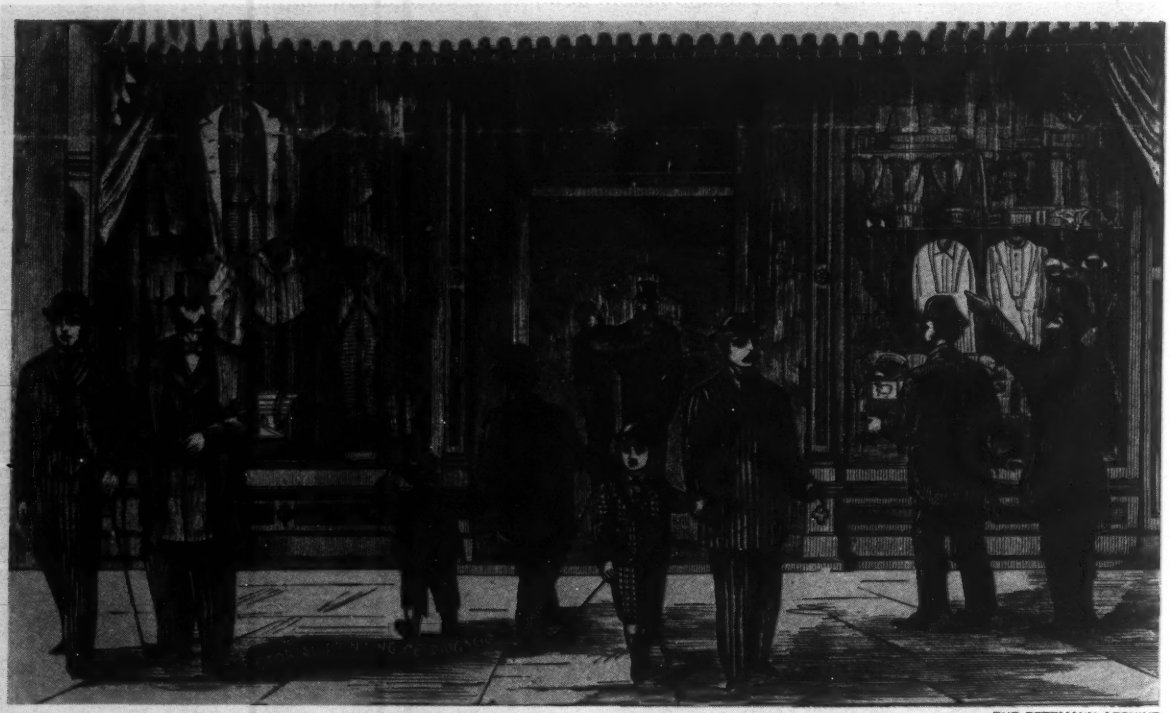
WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

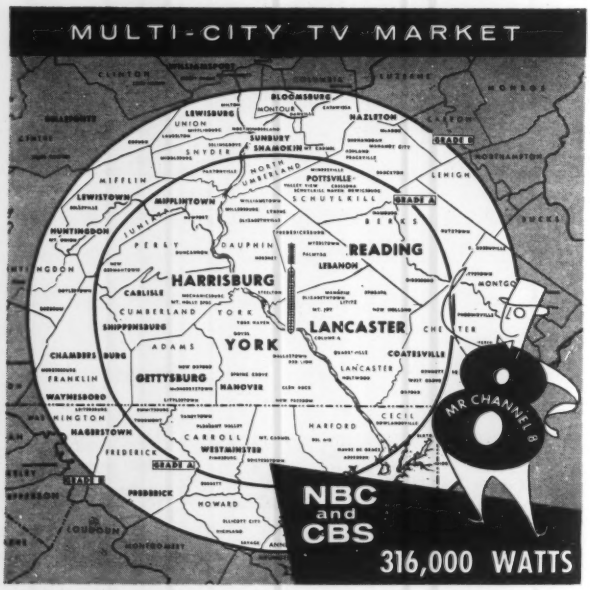
WGAL-TV

the well-dressed market



THE BETTMANN ARCHIVE

$223,529,000 apparel sales



In this multi-city market—Lancaster, Harrisburg, York, and numerous other cities—buying is solidly in fashion. Two reasons: the people have money and spend it. This Channel 8 station delivers an audience greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

programs require expensive and time-consuming production efforts. The best therefore almost always will have to come from network sources. Public service programs produced by stations should restrict themselves to prepared formats that can be economically produced without sacrifice in quality."

What's Wrong? ■ With their ideas, many respondents also mixed criticism of some broadcasters' general approach to public service shows:

Ruth L. Simonds, media director, Bennett & Northrop, Boston—"Except for the few network or large-company stations and some very few fine independents, the average small-station operator has no interest in programming as such. He has no interest personally in cultural or civic things and so doesn't think anyone else has. He sees broadcasting as a business, not as a 20th century wonder and creative medium for helping to improve the world physically and intellectually."

Ben Leighton, timebuyer, Campbell-Mithun, Minneapolis—"Too often, public service programming has been performed and reported to the FCC (as well as to some advertisers) with tongue in cheek. . . . By use of mature, intelligent personnel, management control and diligent research, stations can . . . program public service features profitably."

Alan M. Berger, radio-tv director, Tilds & Cantz, Los Angeles—"Too often stations consider the broadcasting of an announcement supporting Community Chest, Red Cross, etc. as their contribution to servicing the public. This, to my way of thinking, is dangerously shallow. . . ."

Howard M. Paul, marketing coordinator, Van Handel, Milwaukee—"The stations themselves are responsible for having made the term 'public service' something Johnny should get his mouth

PULSE

TOP 20 NETWORK JAN. 4-10

1. Wagon Train 32.2
2. Gunsmoke 30.7
3. Ed Sullivan 27.9
4. Have Gun, Will Travel 27.3
5. Jack Benny 27.1
6. Perry Mason 27.0
7. Perry Como 26.9
7. U.S. Steel Hour 26.9
8. Bob Hope 26.5
8. Dinah Shore 26.5
8. Danny Thomas 26.5
9. 77 Sunset Strip 26.1
10. Father Knows Best 25.7
11. Maverick 25.4
12. Alfred Hitchcock 25.0
13. Art Carney 24.8
14. Wanted Dead or Alive 24.1
15. Loretta Young 24.0
15. Rifleman 24.0
16. Red Skelton 23.4
16. Special Tonight 23.4

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending March 20, 1960

TOTAL AUDIENCE †

Rank		No. homes (000)
1.	Wagon Train	20,928
2.	Gunsmoke	18,622
3.	Ed Sullivan Show	17,176
4.	Jack Benny Hour	16,498
5.	77 Sunset Strip	15,006
6.	Perry Como-Music Hall	14,916
7.	Playhouse 90	14,780
8.	Price Is Right—8:30 P.M.	14,780
9.	Have Gun, Will Travel	14,645
10.	Danny Thomas Show	14,645

Rank		Rating*
1.	Wagon Train	47.0
2.	Gunsmoke	43.0
3.	Ed Sullivan Show	38.7
4.	Jack Benny Hour	38.0
5.	77 Sunset Strip	34.5
6.	Perry Como-Music Hall	33.8
7.	Playhouse 90	33.6
8.	Price Is Right—8:30 P.M.	33.5
9.	Have Gun, Will Travel	33.5
10.	Danny Thomas Show	33.0

AVERAGE AUDIENCE ‡

Rank		No. homes (000)
1.	Wagon Train	17,718
2.	Gunsmoke	17,583
3.	Ed Sullivan Show	13,967
4.	Have Gun, Will Travel	13,831
5.	Price Is Right—8:30 P.M.	13,786
6.	Danny Thomas Show	13,786
7.	Jack Benny Hour	13,379
8.	Father Knows Best	13,379
9.	Red Skelton Show	13,198
10.	77 Sunset Strip	13,063

Rank		Rating*
1.	Gunsmoke	40.6
2.	Wagon Train	39.8
3.	Have Gun, Will Travel	31.6
4.	Ed Sullivan Show	31.5
5.	Price Is Right—8:30 P.M.	31.3
6.	Danny Thomas Show	31.0
7.	Jack Benny Hour	30.8
8.	Father Knows Best	30.1
9.	77 Sunset Strip	30.1
10.	Red Skelton Show	29.9

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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VIDEODEX

TOP TEN NETWORK PROGRAMS
MARCH 1-7, 1960

Name of Program	Rating
1. Wagon Train	36.7
2. Gunsmoke	35.3
3. Have Gun, Will Travel	34.5
4. Red Skelton	33.4
5. The Untouchables	32.6
6. Father Knows Best	31.4
7. Ed Sullivan	29.8
8. Real McCoys	28.8
9. Garry Moore	28.5
10. 77 Sunset Strip	28.2

Name of Program	No. homes (000)
1. Wagon Train	15,800
2. Gunsmoke	15,300
3. Have Gun, Will Travel	14,800
4. Red Skelton	14,300
5. The Untouchables	13,700
6. Father Knows Best	13,500
7. Ed Sullivan	12,800
8. Real McCoys	12,200
9. Marry Moore	12,200
10. 77 Sunset Strip	11,900

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny Hour (CBS-181): Benrus, Greyhound (both Grey), Sat., March 19, 10-11 p.m.

Art Carney (NBC-152): United Motor Service Delco Remy Batteries Divs. of General Motors (both C-E), AC Sparkplug Div. of GM (Brother), Fri., Jan. 8, 8-9:30 p.m.

Perry Como (NBC-151): Kraft (JWT), Wed. 9-10 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Show (NBC-162): Buick (M-E), Wed., Jan. 13, 9-10 p.m.

Lassie (CBS-141): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Maverick (ABC-144): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Garry Moore (CBS-160): S.C. Johnson (NLB), Pittsburgh Plate Glass (BBDO), Kellogg (Burnett), Polaroid (DDB), Tue. 10-11 p.m.

Playhouse 90 (CBS-169): American Gas Assn. (L&B), Allstate Insurance (Burnett), R.J. Reynolds (Esty), Mon., March 7, 9:30-11 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), P&G (B&B), Tues. 9-9:30 p.m.

Dinah Shore (NBC-180): Chevrolet (C-E), Sun. 9-10 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

Special Tonight (CBS-163): General Mills (BBDO), Westclox (BBDO), Thur., Jan. 7, 9:30-11 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thur. 9:30-10:30 p.m.

U.S. Steel Hour (CBS-126): U.S. Steel (BBDO), alt. Wed. 10-11 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty) National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

Wanted, Dead Or Alive, (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (FCB), Sat. 8:30-9 p.m.

Winter Olympics (CBS-183): Renault (Kudner), Schlitz (JWT), Union Oil (Y&R), Sun., Feb. 21, 2-5 p.m.

Loretta Young (NBC-174): Toni (North), Warner-Lambert (L&F), Sun. 10-10:30 p.m.

Wanted Dead or Alive (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (FCB), Sat. 8:30-9 p.m.

washed out with soap for saying. The reason is that so many public service programs are carried on a sustaining basis. Little money, even less effort, goes into them."

Paul Silver, president, Paul Silver Adv., Baltimore—"Public service programming could and should be made imaginative, vibrant, alive. To the discredit of the broadcasting and advertising industries, I personally feel that the *average* magazine article packs more of a wallop than the best of broadcasting to date. Broadcast has shackled itself with an 'equal air time' attitude toward every major item of discussion and has a deep underlying fear that a potential advertiser might be driven away by something the station or network says. Until the silk gloves are removed, you will never produce truly effective programming in the public interest."

Rene James Reyes, media director, Jackson Assoc., Holyoke, Mass.—"The general tendency to schedule public service programming on Sunday morning and other time periods of least viewing . . . is a sad state of affairs. This tends to encourage mediocre or downright poor production and programming, since the attitude is that no one is taking time to watch their television sets anyway."

Patricia Hutchison, media buyer, H. L. Douglas Adv., Orlando, Fla.—"Too much public service programming is downright boring. Too much time is spent trying to cram in facts, figures, unimportant statistics and personalities. Too little time is spent in creative, imaginative production. . . ."

R.A. Patterson, Gordon Schonfarber & Assoc., Providence, R.I.—"On the whole, public service programming is fairly well done. Subjects are usually timely—they are informative and interesting. Like anything else, there occasionally is a dud that appeals to the minority and is dull."

Clifford Gill, Clifford Gill Agency, Beverly Hills—"Public service programming is *not* public service. An enlightening few words or few feet of film in a commercial program—that happen to be there because they belong there—can accomplish a greater public service mission than a full hour of uninteresting togetherness."

BROADCAST ADVERTISING

TV'S SMOKESCREEN GETS THICKER

Tobacco companies, breweries, toys, up tv expenditures in '59

There's more cigarette advertising in television now than in previous years and it's the filter-tips which account for the major flow.

The tobacco industry last year spent $106.6 million at gross rates for network and national spot, compared with $98.4 million in 1958. Last year's tv investment represents about $2 out of every $3 spent on tobacco advertising.

Cigarette advertising (spot and network tv gross time billings) came to $96.3 million contrasted to $89.2 million in 1958. (Cigars and pipe advertising on tv accounted for the other tobacco billing.)

This data was released today (April 18) by the Television Bureau of Advertising along with these sum-ups of toy and brewery advertiser activity in 1959:

■ A record pace in tv for the brewers: $48.9 million gross billing in network and spot in 1959 compared to $46.1 million in 1958. Cited by TvB: The unusual and varied approaches—for example, Erie Brewing Co. (Koehler beer) meeting sales results through 2-second spots in competition with large national brands, and Anheuser-Busch (Busch Bavarian beer) developing the practice of tailoring its distribution pattern to the reach of the tv signal.

■ Toy advertisers increased use of national tv (network and spot) from $3.4 million in 1958 to last year's $6.2 million, a 77% boost in gross billing. The case of Mattel Inc.: Before 1955 and its tv use, the ad budget was about $50,000 a year. With its tv entrance the advertiser's budget went to $500,000 and in 1959 the Mattel gross time expenditures were $853,600. During this five-year period Mattel's gross sales increased 315%. The case of Louis Marx & Co.: Entered tv for the first time last year, though it formerly had never advertised in any medium. It spent $676,535 at gross rates for tv time (network and spot) in 1959.

Among the cigarette brands, 7 of the 10 leaders in tv were filters. The 10 brands accounted for more than 72% of all cigarette sales in 1959. Top brand: Kent, a filter-tip, which placed over $10.1 million gross in tv (network and spot). The five major tobacco companies according to their rank in tv billing: R.J. Reynolds, Brown & Williamson, P. Lorillard, Liggett & Myers,

Tv spending by major tobacco companies

	Spot*	Network**	TOTAL
R.J. Reynolds	$4,252,450	$16,123,827	$20,376,277
Brown & Williamson	9,252,640	8,592,953	17,845,593
P. Lorillard	4,177,170	12,825,558	17,002,728
Liggett & Myers	2,948,590	11,591,507	14,540,097
American Tobacco	3,467,440	9,881,440	13,348,880
Philip Morris	4,387,270	8,595,078	12,982,348

The top ten cigarette brands in 1959

	Spot	Network	TOTAL
1. Kent cigarettes	$2,859,230	$7,331,735	$10,190,965
2. Viceroy cigarettes	3,125,610	5,236,084	8,361,694
3. Winston cigarettes	1,096,860	6,195,042	7,291,902
4. Salem cigarettes	2,266,130	4,633,990	6,900,120
5. L & M cigarettes	1,474,890	5,093,975	6,568,865
6. Camel cigarettes	809,000	5,275,128	6,084,128
7. Pall Mall cigarettes	1,020,600	4,098,601	5,119,201
8. Parliament cigarettes	2,285,540	2,705,102	4,990,642
9. Chesterfield cigarettes	392,380	3,968,516	4,360,896
10. Tareyton cigarettes	1,676,670	2,091,869	3,768,539

Cigar companies blew tv smokerings too

	Spot	Network	TOTAL
Bayuk Cigars	$ 163,210	$5,962,772	$6,125,982
Consolidated Cigar	1,101,850	782,115	1,883,965
General Cigar	439,110	550,926	990,036

Toy and game manufacturers discover tv

Company	Network	Spot	TOTAL
1. Mattel Inc.	$801,740	$ 51,860	$853,600
2. Remco Industries	103,275	661,900	765,175
3. Louis Marx	249,845	426,690	676,535
4. Colorforms Inc.	116,000	307,710	432,710
5. Ideal Toy	42,996	268,520	311,516
6. Emenee Industries	——	287,470	287,470
7. American Character Doll	83,275	184,310	267,585
9. Selchow & Righter	——	183,510	183,510
8. Hassenfeld Bros.	40,000	211,390	251,390
10. Harold Hahn	——	172,360	172,360

Top ten brewers in 1959

	Spot*	Network**	TOTAL
Anheuser-Busch	$3,641,720	$ 343,427	$3,985,147
Falstaff Brewing	2,061,370	1,634,569	3,695,939
Schlitz Brewing	1,850,150	1,410,407	3,260,557
Carling Brewing	2,395,710	319,807	2,715,517
Pabst Brewing	2,710,170	——	2,710,170
Hamm Brewing	1,821,880	600,461	2,422,341
Jacob Ruppert	2,213,820	——	2,213,820
National Brewing	1,258,700	298,481	1,557,181
Piel Bros.	1,487,830	——	1,487,830
P. Ballantine & Sons	1,216,730	117,690	1,334,420

* Source: TvB-Rorabaugh
** Source: LNA-BAR, Released by TvB

THIS IS CIRCULATION?

Effie may well be the first to open this TV-radio "business" publication she's just found in Mr. Timebuyer's basket. Gets lonely here at night, and Effie likes the pictures on the slick paper.

But what about Mr. Timebuyer? Why didn't the pictures and fancy layouts captivate *him?* Well, he's a busy man and he puts it this way:

"There isn't time to read them all!"

There isn't time to plow through the 1,000-odd pages of assorted reading matter sent him monthly under the guise of TV-radio "information". He's particularly tight-fisted with time for magazines that arrive gratuitously, without being asked for.

After all, he receives – *and pays for* – BROADCASTING every week. Its pages give him, concisely and accurately, the full background of latest facts on everything significant in the television and radio business. When he can get all this from *one* publication, why bother to read a whole basketful of others?

BROADCASTING is the *only* TV-radio business journal qualifying for membership in the Audit Bureau of Circulations – which verifies *paid* circulation publications exclusively. This is an important assurance for advertisers who would rather have their messages in a medium people *want* enough to *pay* for – instead of ones that have to be given away. Makes sense, don't you think?

P.S. – BROADCASTING's guaranteed circulation is now at 25,000.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.
New York—Chicago—Hollywood

American (a heavy user of syndicated shows in its spot buying) and Philip Morris. Reynolds, leader in domestic cigarette output (30.3% share of the market), was tops in tobacco company network sponsorship. Brown & Williamson led in spot.

Sales Rise ■ In 1959, TvB observed that a new record in cigarette sales found 456 billion units sold compared to 436 billion units the year previous, with 4 of the 5 major cigarette companies showing earnings at an all-time high despite costs of introducing new brands. Filter-tips took a 50.5% share of the market last year, followed by regulars with 30.5% and king-size accounting for 19%.

TvB in assembling sales figures noted also that the brewers expect a new record of some 89 million barrels to be produced in 1960 while toy sales were at the $1.65 billion level last year compared to $1.4 billion in 1958.

AAAA CONVENTION PLANS

Boca Raton meet to air objectionable ad problems and methods of solving them

Seven hundred members and guests of the American Assn. of Advertising Agencies are expected to participate in the AAAA annual meeting this week at the Boca Raton (Fla.) Hotel and Club.

The convention gets under way with business sessions on Thursday for members only, followed by open meetings Friday and Saturday with advertiser and media guests also attending.

A report on what AAAA is doing about the problem of objectionable advertising will be one highlight of the three-day session. It will deal with the association's interchange system of handling criticisms of advertising and will be presented Friday morning by Robert E. Allen of Fuller & Smith & Ross, chairman of AAAA's board committee on improvement of advertising content.

Agencies and Clients ■ Another feature, to be covered in a closed session, will deal with "The client-agency working relationship," a subject that often has received priority attention in meetings of both agencies and advertisers in recent years. This is one of three subjects to be explored in concurrent meetings Thursday afternoon; the others are "Making your payroll dollars more productive" and "What you can do about it" if house agencies are a problem.

Not on the program but slated for showing several times during the convention are a collection of television commercials that won awards in the 1959 international film festival at Cannes and a group of other commercials demonstrating "new and fresh techniques."

Elections will be held Thursday and the new officers announced at the Friday session by Robert M. Ganger of D'Arcy Adv., New York, current AAAA chairman.

Film Show ■ The Friday morning agenda also includes a filmed panel presentation exploring the question "Are the people brighter than we think?" James T. Aubrey Jr., president of the CBS-TV network, will introduce the presentation, in which Richard D. Heffner, director of special services for CBS-TV information services, is moderator of a panel composed of Elmo Roper of Elmo Roper & Assoc., research; William A. Lyndgate of Earl Newsom & Co., public relations; Dr. Paul I. Lyness of Gallup & Robinson, research, and Pierre Martineau, research and marketing director for the *Chicago Tribune*.

Charles H. Brower of BBDO will discuss "The climate of greatness," David Ogilvy of Ogilvy, Benson & Mather will present the second annual Arthur Kudner Award, and Herbert M. Cleaves of General Foods will speak on "Advertising means business," also at the Friday morning meeting.

The Saturday agenda includes talks by Fairfax M. Cone of Foote, Cone & Belding, Chicago, on "Some problems to dispose of in the sixties"; Sinclair Wood, president of London's Institute of Practitioners in Advertising, on "Agency management's responsibility in the selection and training of agency personnel"; Martin Gainsbrugh, chief economist of the National Industrial

Barnyard symphony ■ Suppose you were to pour yourself the third martini of the evening, switch on your tv and see a pig knuckling down to a honky tonk tune on the piano while his partner, a hen, did a frantic dance—would you take the pledge? The question posed is not rhetorical, because martinis not withstanding, viewers of WMT-TV Cedar Rapids, Iowa, are being treated to the sight of a pig-hen combo, that provides a minute of entertaining, if not highly inconventional entertainment.

The pig and hen, "employes" of the feed department of Rath Packing Co., have star billing on a series of filmed commercials which started April 2 over the Iowa station.

Neither Knuckles the pig or Nellie the hen have had any sort of professional training, although an Arkansas veternarian and his staff did show them the bare rudiments of the act, instructing Knuckles on how to swing and Nellie on how to square dance, calypso and honky tonk.

The series was created and produced by Colle & McVoy, Minneapolis ad agency, with music composed and arranged by Herb Pilhofer, a jazz composer. Commercials will also be seen on several other Iowa stations, starting in late April.

No mention was made as to whether the new act would make an album, but a Madison Ave. wise guy would have a field day with the title.

How the television receiver works,

including a gratuitous comment about evolution

Electronic bumps run down a flat lead-in made of two parallel wires, after having been plucked from thin air by the business end (not to be confused with the editorial, or reflector, end) of a prehensile antenna finger generally wrapped around a chimney. In strong signal areas the bumps crawl thru the walls and the finger may be dispensed with.

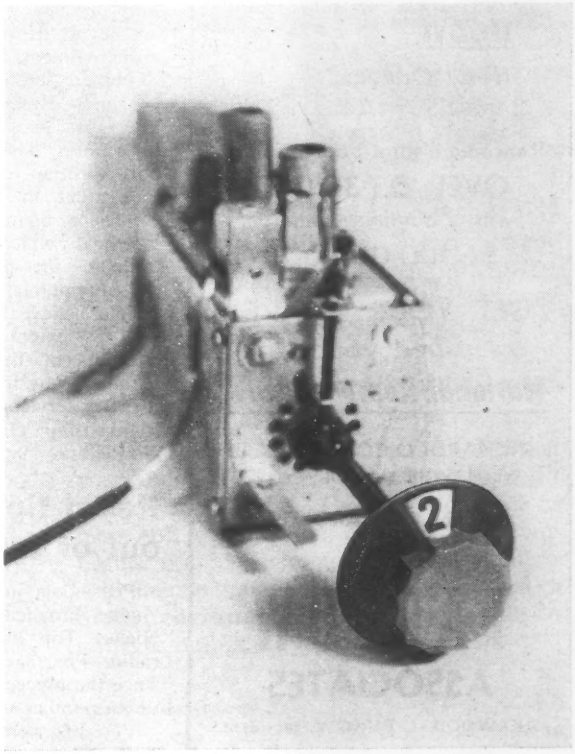
The tuner ("front end" to us *au couranteurs*) accepts the hash of plucked signals, selects a channel with the help of a person ("human being"), who applies a kind of discriminatory judgment that makes it all worth while (in Eastern Iowa at least). The tuner's larynx makes smorgasbord out of the hash, selecting and amplifying the picture and sound seeds which come wrapped in the same bump, or hull. The tuner IFs the RF into the IF and video amplifiers.

A video detector (not to be confused with Mike Hammer) detects the video and separates the men from the boys and the picture from the sounds. The men are shunted to ground, the picture bumps go into more video amplifiers (the picture bump getting bigger and bigger), the boys and the sound bumps go thru the audio section where the frequency-modulated signal bump is amplified, demodulated, deboyed, amplified, and engaged to be married, after which it goes into the loud speaker and there you are.

Back to the video bump. The AGC circuit and assorted video amplifiers send the picture seeds on to the CRT (not to be confused with the IRT, or you'll end up in Far Rockaway), where it gets synced, swept (sweeped?), high voltaged, yoked, scanned, and investigated by the SCPA.

Various controls are scattered around the outside of a set. These knobs, screws and dinguses are there for one purpose: twisting. Without them a reasonably curious set owner would have to resort to baton twirling when a picture started rolling, which would be bad for the psyche and furniture.

Well, that's about it. In Eastern Iowa, evolution may be observed at work: Because WMT-TV (Channel 2) (CBS television for Eastern Iowa) is number one in share of audience in all time periods from 9 a.m. until sign-off Sunday thru Saturday (no matter what survey service you subscribe to), most channel selectors of the front ends of sets in the area have atrophied. The Katz Agency, our national reps, has additional anthropological and technical data.



ON THE SPOT!

WITH THE BEST SPOT BUY from MAINE to NEW ORLEANS

- **WLOB**
  and the Lobster Network Portland and the state of MAINE
- **WARE**
  Ware, Worcester Springfield, MASSACHUSETTS
- **WHIL**
  Boston, MASSACHUSETTS
- **WWOK**
  Charlotte, NORTH CAROLINA
- **WJBW**
  New Orleans, LOUISIANA

Reaching a total population of
OVER 5,730,000
with a buying income of
$6,100,000,000

GET YOUR SHARE!
See your
National Representative

RICHARD O'CONNELL CO.
WLOB, WHIL, WWOK, WJBW

BREEN & WARD CO.
WARE

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, president

Conference Board, on "The economic outlook for 1960 and beyond"; Norman Cousins, editor-in-chief of *Saturday Review*, on "The advertising man's responsibility in the non-military showdown which is coming up in the world," and retiring chairman Ganger on "Growth is our business."

The convention will be preceded by the annual meeting of AAAA region and council governors on Wednesday. The annual meeting will be held Saturday evening with Richard L. Wilson, chief of the Washington Bureau of Cowles Publications, as principal speaker.

New service will test commercials' effect

The creation of Television Advertising Research (TAR), an in-home evaluation service to test the effectiveness of tv commercials and programming, was announced April 11 by George K. Gould, president of NTA Telestudios Inc.

The new service, which will be a division of NTA Telestudios, is designed to measure a commercial's effectiveness under typical viewing conditions, according to Mr. Gould. Prior to a telecast, 200 households are selected by a random sampling method; reached by telephone, and alerted to watch a time segment that includes the test program. A token premium is offered for viewers' cooperation, but they are not aware they are participating in an experiment, Mr. Gould stated.

Immediately after the telecast, trained interviewers will begin personal interviews in each of the pre-selected households. The TAR method will report on the following measurements: the extent to which the commercial creates a memorable impression; the extent to which people are likely to purchase the product as a result of the commercial; the extent to which people believe and accept the claims, and the extent to which the specific elements of the commercial are remembered by the viewer. The research for the service will be conducted by Blankenship, Gruneau & Ostberg Inc., New York.

Pepsi tips Reynolds out of top radio spot

Pepsi-Cola jumped to the top of the "home broadcasts" list in February's Nielsen Top 20 advertisers in network radio. Pharmaco Inc., a front-runner since the preceding four weeks, jumped up to number one in commercial time.

Pepsi's ascendancy means that R.J. Reynolds is out of the leadership spot in the homes list after holding the place for 11 months. Whitehall drops to number two in minutes after a consistent lead since November.

The complete Top 20 from the National Nielsen Radio Index:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	Pepsi-Cola	382	171,941
2.	R.J. Reynolds	300	132,538
3.	Pharmaco	357	129,571
4.	Time, Inc.	201	120,263
5.	Renault	170	108,845
6.	Whitehall-Am. Home Prods.	137	95,839
7.	Grove Div.-Bristol-Myers	108	75,468
8.	Ex-Lax	159	75,364
9.	Kellogg	88	69,242
10.	Frito	146	54,799
11.	Sterling Drug	103	42,387
12.	F & F Labs.	135	41,233
13.	Hudson Vitamin	122	39,561
14.	Automotive-Amer. Motors	89	38,379
15.	Radio Corp. of America	88	37,884
16.	Campbell Soup	44	37,140
17.	Sylvania Electric	61	36,741
18.	A.E. Staley	40	36,646
19.	Sunsweet Growers	51	36,201
20.	Chevrolet-Gen. Motors	46	31,203

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Pharmaco	303	103,013
2.	Whitehall-Am. Home Prods.	138	90,125
3.	Time, Inc.	147	82,022
4.	Renault	128	75,147
5.	R.J. Reynolds	193	71,603
6.	Grove Div.-Bristol-Myers	93	58,218
7.	Pepsi-Cola	122	57,866
8.	Kellogg	73	53,376
9.	Wm. Wrigley, Jr.	90	51,283
10.	Ex-Lax	96	45,180
11.	Sterling Drug	117	44,667
12.	Oldsmobile-Gen. Motors	43	39,164
13.	Chevrolet-Gen. Motors	58	36,597
14.	A.E. Staley	40	33,873
15.	Sylvania Electric	55	32,450
16.	Hudson Vitamin	101	31,849
17.	Longines-Wittnauer	70	30,978
18.	Monroe Auto Equipment	53	29,342
19.	Automotive-Amer. Motors	67	27,113
20.	Radio Corp. of America	66	26,425

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

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D-F-S expands its Chicago operation

Dancer-Fitzgerald-Sample is expanding the "scope and operations" of its Chicago office, with emphasis on creative and service facilities for its radio-tv and other accounts.

Harbinger of the realignment was the appointment of Henry Hempstead, formerly head of Benton & Bowles' Detroit office, as vice president in association with F. Sewall Gardner, Chicago office chief, in account supervisory and management activities.

Among broadcast accounts serviced by D-F-S in Chicago are Swift & Co.'s Pard dog food and Cruncher (spot tv and radio), Frito Co. (heavy in radio for Fritos) and Carey Salt Co. (spot radio and tv), among others.

Other appointments were those of

STRONGER THAN EVER!

AFTER 3 YEARS, POPEYE STRENGTHENS RATINGS COAST-TO-COAST

		March '57	February '60
WBNS-TV	COLUMBUS, OHIO	13.9	**19.1**
WPRO-TV	PROVIDENCE, R. I.	19.5	**24.9**
KFSD-TV	SAN DIEGO, CALIF.	15.5	**18.4**
WSBT-TV	SOUTH BEND, IND.	14.9	**17.4**
KREM-TV	SPOKANE, WASH.	18.7	**19.7**
KCRA-TV	SACRAMENTO, CALIF.	10.7	**13.4**
KRON-TV	SAN FRANCISCO, CALIF.	10.6	**13.9**
WPIX	NEW YORK, N. Y.	14.9	**14.3**
KTLA	LOS ANGELES, CALIF.	12.0	**11.5**
WBEN-TV	BUFFALO, N. Y.	14.4	**14.3**

AFTER 3 YEARS, POWERFUL ARB AVERAGE IN 137 MARKETS – *regardless of station, time period or competition*—gives Popeye a muscular rating of over 15.

AFTER 3 YEARS, TEXAS BUILDS RATINGS ... with Bugs Bunny, Porkey Pig, Tweety, Sylvester and all the other favorite Warner Brothers Cartoons. These fabulous characters have lifted their full-hour rating from a robust 17.3 to a lusty 22.9 on KDUB-TV in Lubbock... almost 50% higher than three years ago.

Want to put muscles in your ratings? Then feed your audience a steady diet of **u.a.a.'s** Popeye and Warner Brothers Cartoons! For each year—more and more children reach the age group that begins to enjoy these popular cartoon characters. Add them to the millions of already devoted viewers of all ages, and you are virtually guaranteed stronger ratings for years to come.

WRITE—WIRE—PHONE

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.

New York, 247 Park Ave., MUrray Hill 7-7800
Chicago, 75 E. Wacker Drive, DEarborn 2-2030
Dallas, 1511 Bryan Street, Riverside 7-8553
Los Angeles, 400 S. Beverly Dr., CRestview 6-5886

Art Directors Club honors five tv ads

Awards were announced April 12 at a luncheon of the 39th annual national exhibition of advertising and editorial art and design of the Art Directors Club of New York. The club placed on display in the Astor Gallery of the Waldorf-Astoria Hotel in New York a total of 474 entries from some 14,000 submissions.

Two art directors club medals and three awards of distinctive merit were presented in the av category.

Aside from those main awards, Mort Rubenstein, CBS-TV stations, and the late William Golden (died October 1959), CBS-TV, received awards of distinctive merit in advertising design, while Raymond Jacobs was presented with an advertising art award of distinctive merit for his photograph in a WCBS New York advertisement. A special commemorative also was made to Mr. Golden in recognition of a lifetime devotion "to the highest principles of creative design."

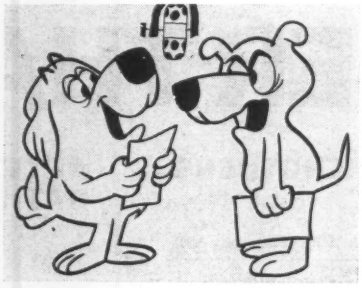
Four management award medals were presented to Warner S. Shelly, president, N.W. Ayer; David L. Luke, West Virginia Pulp & Paper Co.; Herbert R. Mayes, editor, *McCall's* magazine, and Frank Pace, board chairman, General Dynamics Corp. The awards were for inspiration and encouragement given to art direction. Mr. Shelly was cited for the agency's support to its art directors "resulting in the high standards of excellence for its clients."

The club medals in tv were awarded to Robert Gage of Doyle Dane Bernbach for the Philip Morris' Alpine cigarette commercials, and jointly to John Wilson and Stan Freberg for a commercial series for Instant Butter Nut Coffee (Buchanan-Thomas). The Alpine commercial was in the film, live action category, Butter-Nut in full animation.

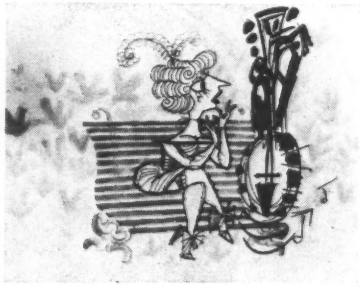
The winners of the awards of distinctive merit in tv: Stephen Frankfurt, Young & Rubicam, for Johnson & Johnson commercials (film, live action), recipient last year of a special medal for a series of J&J commercials; Alex Anderson and Fred Crippen (art directors-writers), Guild Bascom & Bonfigli, for Rival Dog Food Co. (full animation), and Saul Bass & Assoc. for Olin Mathieson Chemical Corp., through D'Arcy Adv. (full animation).

Merit award ■ Olin Mathieson Chemical Corp. Full animation. Art director: Saul Bass & Assoc.; designer: Saul Bass; artists: Bill Melendez, Art Goodman, Lou Stouman, Playhouse Pictures, Sacramento Peak Observatory, Air Force Cambridge Research Center; music: Elmer Bernstein; producing company: Playhouse Pictures; agency: D'Arcy Advertising Co.; advertiser: Olin Mathieson Chemical Corp.

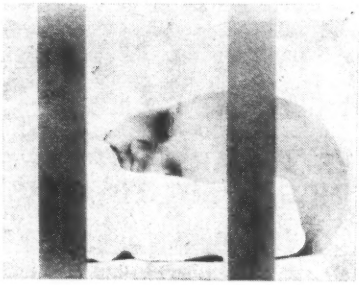
Club medal ■ Alpine cigarettes. Film, live action. Art director designer: Robert Gage; writer: Phyllis Robinson; agency producer: Ernest Hartman; Agency: Doyle Dane Bernbach; production company: Elliot, Unger & Elliot; music: Mitch Leigh, Music Makers Inc.; advertiser: Philip Morris.



Merit award ■ Rival dog food. Full animation. Art directors writers: Alex Anderson, Fred Crippen; artist: John Marshall; designers: Fred Crippen, John Marshall; producing company: Pantomime Pictures Inc.; agency: Guild, Bascom & Bonfigli; advertiser: Rival Dog Food Co.



Club medal ■ Butter-Nut coffee. Full animation. Art directors: John Wilson, Stan Freberg; writer: Stan Freberg; artist: Emery Hawkins; designers: Dean Spille, Chris Jenkyns; music: Dennis Farnon; producers: Freberg, Ltd.—Fine Arts Productions; agency: Buchanan - Thomas; advertiser: Instant Butter-Nut coffee.

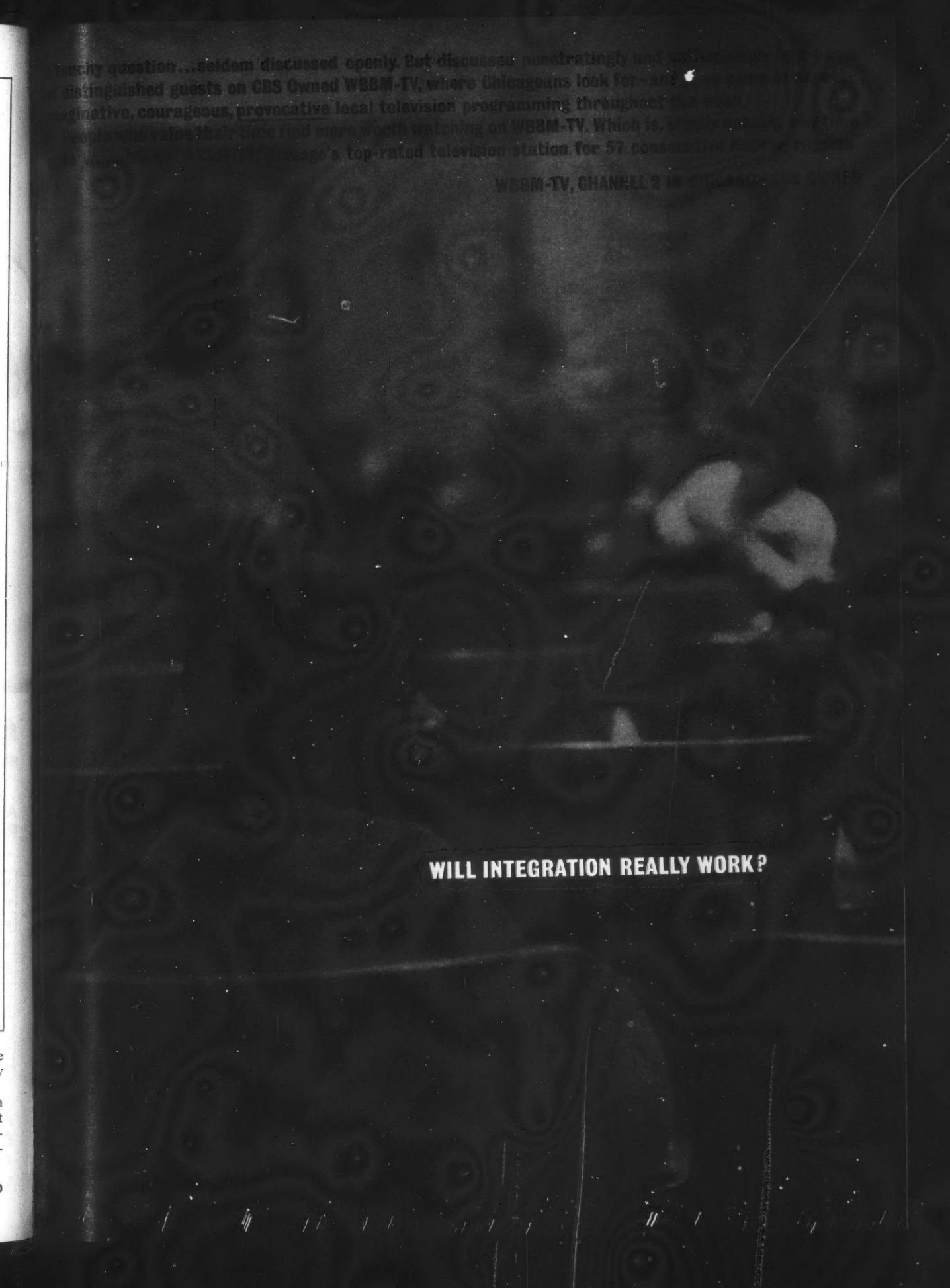


Merit award ■ Johnson & Johnson. Film, live action. art director: Stephen Frankfurt; writer: William Schnurr; photographer: Irving Penn; producing company: On Film Inc.; agency: Young & Rubicam; advertiser: Johnson & Johnson.

George Schantz, formerly at Tatham-Laird, as assistant account executive on Fritos and New Era potato chips and of Arthur Silver, previously with Foote, Cone & Belding, to D-F-S' copy department. No changes are planned directly involving broadcast personnel, with Thomas O'Connell continuing as radio-tv director.

As onetime manager of B&B's Detroit office, Mr. Hempstead supervised the Studebaker and Studebaker-Packard corporate accounts. He also was vice president of Geyer, Newell & Ganger Inc., heading its Detroit office, where he serviced the Nash-Kelvinator and Gordon Baking Co. accounts. He most recently headed up his own agency in Chicago.

Mr. Silver served as copy writer on the Dial soap, Johnson wax and Kraft foods accounts. Mr. Schantz was account service manager at Tatham-Laird.


WILL INTEGRATION REALLY WORK?

Business briefly

Time sales

Top Brass buying ■ Revlon Inc., N.Y., for its Top Brass men's toiletries, will enter top 10 markets May 2 with nighttime tv minute spots in a six-week campaign. Agency: Mogul Williams & Saylor Inc., N.Y.

Boyle-Midway multi-brand ■ Boyle-Midway Div. of American Home Products launches a multi-brand promotion, first in B-M's history, on network tv this week. Starting on April 21, the advertiser will be spotting its 60-second contest commercial on 12 network tv shows in which the division participates (includes shows on all three networks). Products are all in the household category: Aero Wax floorwax, Easy-Off oven cleaner, Wizard room deodorizer, Wizard Wick, Sani-Flush and Easy-Off window cleaner. Commercials will invite housewives to enter a $75,000 sweepstakes. Entry blanks will be available in retail outlets. J. Walter Thompson is Boyle-Midway's agency.

Dude ranching ■ Ralston Purina Co., St. Louis (Guild, Bascom & Bonfigli), and the Seven-Up Co., St. Louis (J. Walter Thompson), will co-sponsor *Guestward Ho!*, a new comedy series about a New York family that opens a dude ranch in New Mexico. It is scheduled for next season on ABC-TV (Thur. 7:30-8 p.m. EST). The Desilu produced series, which is based on the book of the same title by Patrick Dennis and Barbara Hooton, will star Joanne Dru and Mark Miller.

Taps ice show ■ U.S. Brewers Foundation, N.Y., signed sponsorship of NBC-TV hour-long color special, *Summer on Ice—1960*, scheduled for June 2 (Thur. 9:30-10:30 p.m. EDT). Starring Craig (*Peter Gunn*) Stevens as host, Gisele Mac Kenzie, Tab Hunter and the cast of Ice Capades of 1960, the program will originate on color video tape at the Pan Pacific Auditorium in Hollywood. It will pre-empt *The Ford Show* and *You Bet Your Life*. Agency: J. Walter Thompson, N.Y.

Joins Clark show ■ Positan Corp., subsidiary of Drug Research Corp., N.Y., last week became the 24th participating advertiser in ABC-TV's *American Bandstand* (Mon.-Fri. 4-5:30 p.m. EST). Positan purchased 13 alternate quarter hours for 26 weeks, starting April 19. Agency: Kastor, Hilton, Chesley, Clifford & Atherton, N.Y.

Water chaser ■ U.S. Brewers Foundation, N.Y., signed sponsorship of NBC-TV color special, *Esther Williams at Cypress Gardens*, which will be videotaped in Florida for presentation Aug. 8 (10-11 p.m. EDT). Appearing as guests on the hour-long musical-water show will be Fernando Lamas and Joey Bishop. Agency: J. Walter Thompson, N.Y.

June renewed ■ E.I. duPont de Nemours & Co. (Textile Fibers Dept.), Wilmington, sponsor of *June Allyson Show* on CBS-TV (Mon. 10:30-11 p.m.), renewed the weekly dramatic series for next season in a new time slot (Thur. 10:30-11 p.m. EST). Produced by Dick Powell for Four Star Productions, the series will continue in its current time period during the summer, the network said.

Sweet smell of bakery buys ■ The Kitchens of Sara Lee (baked goods), Chicago, bought saturation spot schedule on three radio and three tv stations in that city, effective April 7 for three weeks, to introduce their new frozen Chicken Sara Lee. Agency: Cunningham & Walsh. Company also bought half-sponsorship with Miller Brewing Co. of NTA *Play of the Week* on WGN-TV Chicago, April 17-June 12. Miller agency: Mathisson & Assoc., Milwaukee. Sara Lee spot schedule will run about $25,000. It spends about 30-33% of estimated $2 million annual advertising budget in broadcast media, with sponsorship of Arthur Godfrey CBS Radio show and *Captain Kangaroo* on CBS-TV for which it spends about $500,000. Its annual sales currently are running about $25 million as against $10 million two years ago.

Hot summer ■ The Rolley Co.'s Sea and Ski, suntan lotion, will make its first move into network tv this summer with participations on NBC's *Jack Paar Show* and *Today*, it was announced. While refusing to release budget figures, Charles A. Rolley, executive director, said this would be the biggest consumer campaign in the company's 11-year history. Network time in June and July had been ordered and confirmed. Foote, Cone & Belding, San Francisco, is the agency.

Date with Jeannie ■ Procter & Gamble Co. made a June 30 appointment with *The Jeannie Carson Show* on ABC-TV (Thur. 9-9:30 p.m. EDT). The situation comedy series, which stars singer Jeannie Carson, is a Four Star production. The program concerns problems encountered by an out spoken Scottish girl as she becomes acquainted with America. Agency: Grey Adv., N.Y.

'Bandstand' ■ Carter Products Inc., via Sullivan, Stauffer, Colwell & Bayles, N.Y., and General Foods Corp. (D-Zerta), through Foote, Cone & Belding, N.Y., signed renewal and new order respectively for ABC-TV's *American*

96% of budget goes to radio

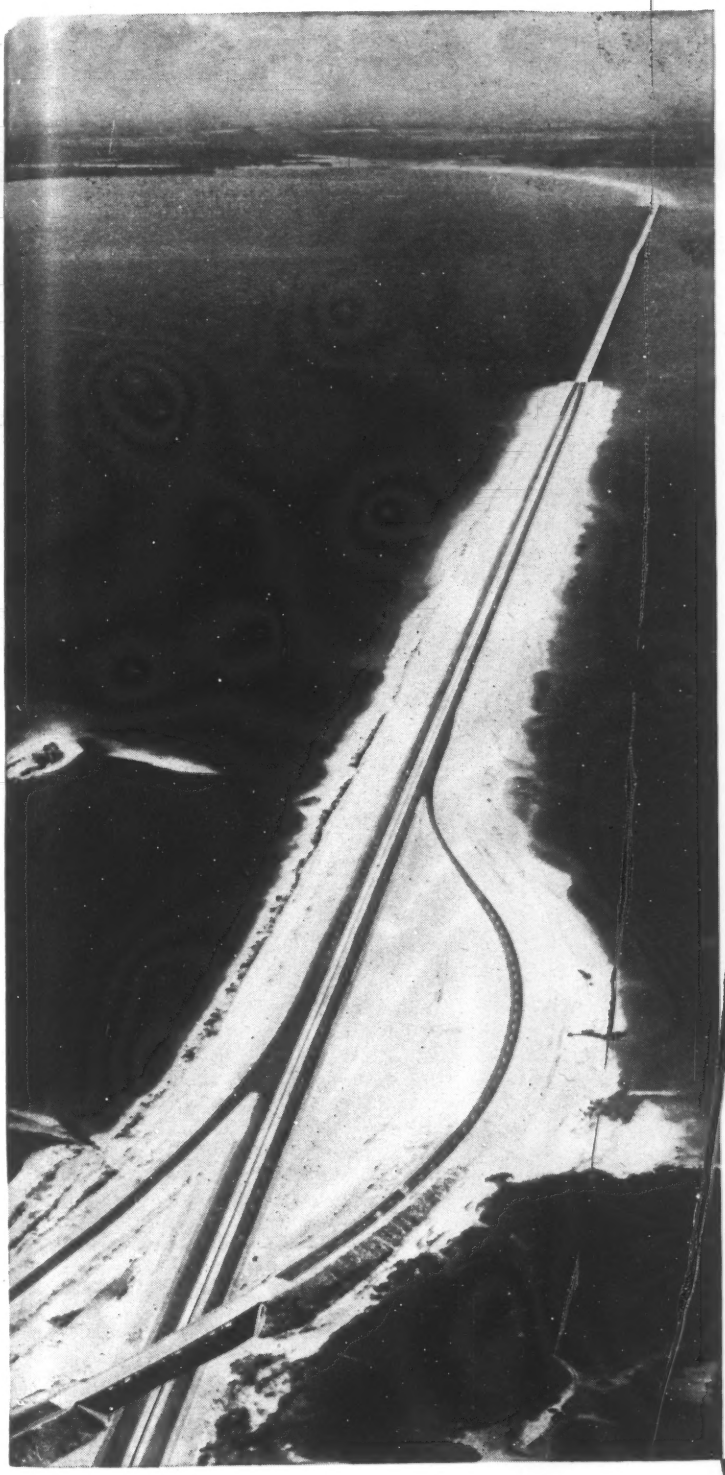
Radio sells like "hotcakes" for Mother's Cake & Cookie Co., Oakland, Calif.

Mother's is a home-grown California company that distributes throughout the state. In the past few years, sales have spurted each year, coinciding with their preponderantly heavy investment in local radio in the markets in which Mother's distributes. Last year, for example, the company operated with an advertising budget of $205,000. And 96% of it was in radio.

Sales in 1959 rose about 11% over 1958, company officials reveal. As a result, the advertising allotment for 1960 is being upped by 14%. Through its advertising agency, Guild, Bascom & Bonfigli, San Francisco, Mother's buys a total of 275 one-minute spot announcements in San Francisco, Los Angeles, San Diego, Stockton, Fresno, San Bernardino, Chico and Sacramento at times of the day to hit the primary target—the housewife.

GB&B officials also give credit to the well-planned promotions and Mother's hard-hitting sales force. The promotions include contests tied in with the station's advertising and trade promotions in cooperation with the local supermarket or grocery. Robert Whitehead, GB&B account executive on Mother's, sums up the company's successful involvement with radio in this way:

"The sales success Mother's has enjoyed in the past few years has justified better than any yardstick the confidence we have in radio as an effective medium. Radio delivers the maximum saturation aimed at our best potential customer — the housewife—and its flexibility makes it possible to coincide with Mother's regularly-scheduled trade promotions at a realistic cost. Add to this the benefits of complete merchandising and promotional cooperation from the stations, and it provides Mother's with a well-rounded program at both consumer and trade levels."



New proof
of progress—
$7 million worth—
in the
market on the move!

TAMPA-
ST. PETERSBURG

This giant new span of concrete and steel, dedicated by Florida's Governor LeRoy Collins on January 15, is the *third* bridge linking Florida's Hillsborough County (Tampa) and Pinellas County (St. Petersburg and Clearwater).

Dominating Tampa - St. Petersburg, "market on the move," is the *station on the move*, WTVT—your most profitable buy in the entire Southeast!

TOTAL SHARE OF AUDIENCE
48.6%.....Latest ARB

Check the Top 50 Shows!

ARB		Nielsen	
WTVT	37	WTVT	34
Station B	9	Station B	16
Station C	4	Station C	0

station on the move **WTVT** CBS Channel 13
TAMPA - ST. PETERSBURG

The WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO Oklahoma City • Represented by the Katz Agency

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

MOST NATIONAL

of any Boston TV station

— 193 compared to 148 for the second-place station.

ADVERTISERS

And look at these other facts about WBZ-TV! ■ Most local air personalities – more than any other Boston TV station. ■ Most newscasts of any Boston TV station. ■ Public service programming – 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.* ■ Most awards of all Boston TV stations.

*ARB

That's why in Boston, no TV spot campaign is complete without the WBC station –

Represented by Television Advertising Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

SEAL OF GOOD PRACTICE TELEVISION CODE

WBZ-TV
BOSTON

Bandstand (Mon.-Fri. 4-5:30 p.m. EST).

Tea readings ■ Thomas J. Lipton Inc., Hoboken, N.J., which has been testing its Lipton instant tea for past year, introduced product nationally April 11. First tv exposure: *Father Knows Best* on CBS-TV. Spot tv starts at end of May in minimum of 80 major markets using 20-second and one-minute commercials and some IDs. Radio spot also will be used in selected markets. Company says its new product—Lipton's first new "tea development" since its foursided "flow through" tea bag in 1954—will be given greater frequency on tv compared to any other competing tea company. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

Banking on Hemingway ■ Bankers Life & Casualty Co., Chicago April 9 began sponsorship of a new ABC Radio series entitled *Here's Hemingway,* starring newsman Frank Hemingway, who discusses timely topics of a human interest nature (Sat. 10-10:10 a.m. EST). Agency: Phillips & Cherbo, Chicago.

Deputized ■ General Cigar Corp. has renewed alternate-week sponsorship of NBC-TV's *The Deputy* for 1960-61 season. Western series starring Henry Fonda premiered Sept. 12, 1959 (Sat. 9-9:30 p.m. EST). General Cigar's sponsorship will be continued through summer schedule (June 18-Sept. 7), which will include two new half-hours in addition to reruns. Performances by Mr. Fonda, limited this season by other commitments, will be doubled next season. Agency: Young & Rubicam, N. Y.

Radio money ■ General Mills (Wheaties), through Knox-Reeves, Minneapolis, will sponsor two 5-minute programs starring athlete-minister Bob Richards across board on CBS Radio beginning May 2. Programs will be "moral profiles" of famous people and are scheduled at 12:30 and 7:55 p.m.

Pick seven ■ Chesebrough-Pond's Inc., N.Y. (J. Walter Thompson), and Sunbeam Corp., Chicago (Perrin-Paus Co., Chicago), signed participation schedules in seven ABC-TV daytime programs. C-P order of some 146 quarter-hours over period of 38 weeks is considered by ABC-TV as one of its largest daytime sales this season. Sunbeam will run eight weeks.

'Back to school' ■ W.A. Sheaffer Co. (pen products), Fort Madison, Iowa, is lining up schedule of animated tv commercials in about 70 markets for "back to school" promotion in August. Company conducted a similar regional promotion last year in central U.S., utilizing about 30 markets, but new campaign signifies national spot tv coverage. UPA Pictures Inc. will produce commercials. Agency: BBDO, Chicago.

Pick a pair ■ Anheuser-Busch Inc. (Budweiser beer), St. Louis, has bought saturation spot schedules on 145 tv and 450 radio stations in May and June for its fourth annual "Pick a pair of 6-paks" promotion. Agency: D'Arcy Adv., that city.

Agency appointments

■ Brooks Foods Inc., Collinsville, Ill., manufacturer of condiments and soups, appoints S.E. Zubrow, Phila., to handle advertising and merchandising. Intensive use of local media is planned in selected markets throughout the Midwest, according to the agency.

■ Eatwell Provision Inc., Fall River, Mass., processor of Nopoli brand Italian-style meat specialties appoints Weiss & Geller, N.Y The agency announces that tv spot is contemplated for future use, and that a saturation radio campaign is to begin May 9 on WRCA New York, with a schedule of approximately 30 10-second and minute spots per week for an indefinite period. Nopoli's previous broadcast exposure was limited to participation in a Saturday cooking show over WOR New York.

■ WLS Chicago appoints Reach McClinton & Co. of Illinois, as its advertising agency. Lester A. Weinrott, R-M vp will be account supervisor and George C. Mead account executive.

■ Rambler Dealers' Assn. of Washington, D.C. named Geyer, Morey, Madden & Ballard Inc., N.Y., to handle intensified newspaper, television and radio campaigns. The District dealer

Radio-tv prove speed not restricted to highways

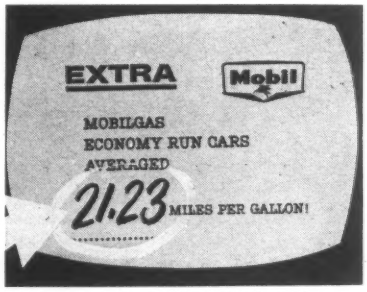
Radio-tv's ability to capitalize on a current event as the basis for an immediate sales message was again demonstrated following the Mobilgas Economy Run.

Tv moved to get the news that Rambler had won the test run to tv viewers of Southern California within 24 hours of the announcement of the Rambler victory. Anderson-McConnell, Los Angeles, agency for Rambler Dealers of Southern California, had spots on KTTV (TV) the day following the run reporting the exact number of miles per gallon achieved by Rambler in the contest.

Rambler moved fast . . .

With all of tv's speed, its production requisites made it no match for radio. Within four hours after the results of the Economy Run were made public, a dozen radio stations in Southern California were telling their listeners that Plymouths had won in both their six-cylinder and eight-cylinder price classes. Fuller & Smith & Ross, Los Angeles, agency for the Plymouth Dealers Assn. of Southern California, had spots ready for broadcast over KHJ, KNX, KFI, KABC, KFWB, KMPC, KRKD, KLAC, KPOL and KPOP Los Angeles; KBIG Avalon (Catalina) and KEZY Anaheim, only hours after the results were announced.

Mobil Oil, through Compton Adv., got maximum tv spot mileage out of the run, also. In a 210-station buy, it telecast results of the test to viewers across the country the day following the run. Stations were sent basic art



. . . So did Mobil Oil

in advance, advised of exact figures by telegram following the public announcement, and were on the air with spots spread over April 7, 8, and 9. Mobil last year bought a network program to announce results, chose spot tv in 1960 because of medium's flexibility and market selectivity. In all areas, the company expressed gratification for cooperation from all stations involved in the fast moving promotion.

It's a habit...

watching KMJ·TV in FRESNO
(California)

TV viewers in Fresno see top shows in every category on KMJ-TV. For example: *

Top syndicated show	Highway Patrol
Top late-night show	Jack Paar
Top network show	Wagon Train
Top network news show . . .	Huntley-Brinkley Report
Top local news show	Shell News

*ARB - Nov. '59

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

Of course, there's *another* Personality Station . .

Hieronymus Bosch 1450?-1516? The Ship of Fools—Dutch School

. . . but it just doesn't compare with

K-NUZ — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

MUSIC! NEWS! PERSONALITIES! FACILITIES!

*See Latest Surveys for Houston

24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas
IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

group is the eighth metropolitan Rambler association to appoint GMM&B.

■ Alitalia Airlines account, being resigned May 31 by Cohen, Dowd & Aleshire Inc., N.Y., has landed at Gardner Adv.

■ Also in advertising

Boston bound ■ Fuller & Smith & Ross Inc., New York, has announced the opening of a New England service office which will be housed with Ingalls Assoc., Boston ad agency, located at 137 Newbury St., enabling the exchange of some agency facilities. It's understood that the new unit was set up primarily to provide better service for the recruitment program of F&S&R client Raytheon Co.'s plants in eastern Massachusetts. Charles A. Farrington, previously vice president at Ingalls Assoc., has been named manager for recruitment advertising.

Symington's man ■ Harry Stone, former vice president and general manager of WSM Nashville, has been appointed consultant on broadcast matters for Symington - for - President Committee. Mr. Stone is acting manager of Brown Bros. Advertising, Nashville, and since last January has been placing spots for Doubleday & Co., New York, for book: *Stuart Symington—Portrait of a Man with a Mission* by Paul Wellman. Sen. Symington's campaign manager, Rep. Charles H. Brown (D-Mo.) is principal in Brown Bros. agency.

AFA man pleads for ad honesty

Broadcasters and advertisers must strive for absolute honesty in their advertising messages or face the consequences of stiff government regulation.

This view was expressed by Lee Fondren, vice-president of the Advertising Federation of America and manager of KLZ Denver, Colo., in a speech to the Denver Chamber of Commerce.

Mr. Fondren accused the government of "whittling away" at the foundations of advertising and suggested that the only way to avert "total destruction" is for total honesty. He suggested that if government regulations over the broadcasting and advertising industries are not checked, there will be total regulation by 1980.

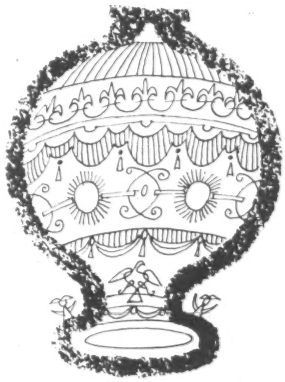
The KLZ manager said government regulation is not limited to one medium. ". . . This could become malignant and spread through the whole body of advertising and reach right down to the merchant with only one door through which customers could enter."

A BRIEF

HISTOIRE D'AIR FRANCE

(that is also a history of French aviation)

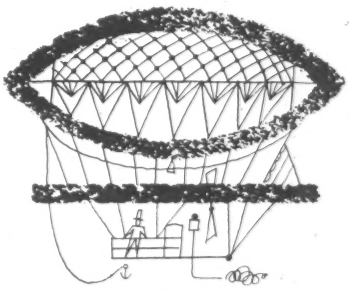
L'HISTOIRE ANCIENNE

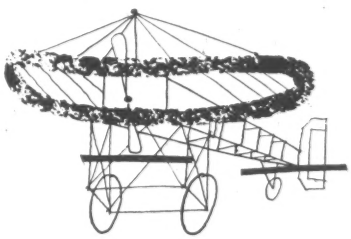


FIRST MEN TO FLY. Joseph and Etienne Montgolfier successfully take to the skies, June 5, 1783. Man's ancient dream of air-borne travel suddenly becomes a practical reality.

L'HISTOIRE "PIONEER"

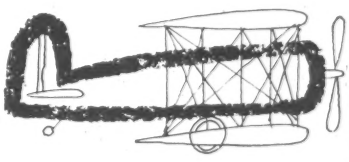
FIRST ENGINE-POWERED DIRIGIBLE. Remarkable speed of 6½ MPH was clocked by Henri Gifford on a Paris-Trappe flight, September 24, 1852. An early demonstration of the French genius for technical achievement that is a tradition with Air France today.



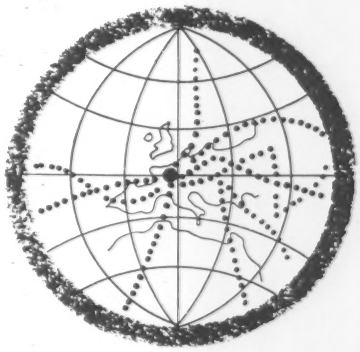


FIRST INTERNATIONAL FLIGHT. French aviation gained new stature when Louis Blériot flew 25 miles across the English Channel, July 25, 1909. This memorable journey focused world attention on the immense possibilities of commercial flight.

FIRST INTERNATIONAL PASSENGER FLIGHT. Air France's flight from Paris to London, February 8, 1919. Eleven passengers made the trip. Flew 187 miles in 2½ hours. Today, Air France passengers fly 1500 miles in the same 2½ hours.

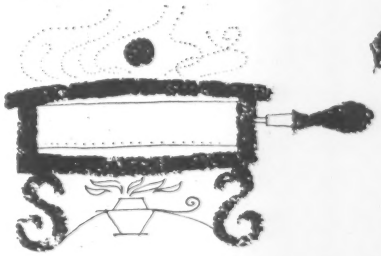


L'HISTOIRE MODERNE



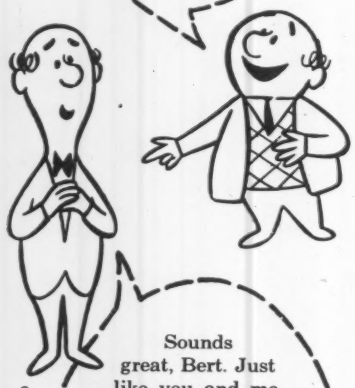
LES PLUS GRANDES ROUTES. Today, Air France the world's largest airline. Routes cover more than 202,000 unduplicated miles...connect 210 cities in 76 countries. Air France is the largest *French* airline, too. Though it cooperates closely with all other French airlines, none are part of Air France. As the official French national airline, Air France maintains its unique identity...the oldest, the largest, the most experienced of all.

LES PLUS GRANDS JETS. All Air France jets are superb! The 707 Intercontinentals are the largest, fastest, longest-range jets in the world. Air France Caravelle Jets have an outstanding performance record. Air France uses both to provide the world's only jet-to-jet service between the U.S.A., Europe, Africa and the Middle East.



LE PLUS GRAND SERVICE. Air France service is incredibly lavish, incomparably French. On every flight, passengers enjoy superb French cuisine, exquisite French service at no extra cost. Experienced Air France pilots are experts at providing smooth, restful flights. They have flown more than 5,000,000 pure jet passenger miles.

Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100

ITC OF CANADA, LTD.

100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

© 1960 PIEL BROS., BROOKLYN, N. Y.

THE MEDIA

RAB STARTS ITS SALES CLINICS

April 20 is opening date for 50 meetings

Radio Advertising Bureau starts its 10th annual area sales clinics in 35 U.S. and Canadian cities in New York on April 20. The series ends in Montreal on June 3. More than 50 meetings are scheduled (complete listing, BROADCASTING, March 28).

A feature of each clinic will be a period devoted entirely to discussing "the most frequent objections to buying radio," according to Warren J. Boorom, RAB vice president and director of member service. He adds that "brief, concise and logical answers will be supplied to each objection." Another highlight of each meeting will be a session called "All About Newspapers," during which material developed by RAB on newspapers will be revealed. A new bureau presentation aimed at persuading retailers to use radio also will be spotlighted during the clinics.

RAB officials who will participate in the clinics are Mr. Boorom and Miles David, vice president and promotion director; Robert H. Alter, manager, sales administration; Robert Nietman, national sales group manager; Patrick Rheaume and Maurice Fiedler, ex-member service managers; Keith Andre, Arthur Jost, William Lacker and Dale Woods, regional sales managers.

Safety council makes its annual awards

The National Safety Council has announced 1959 Public Interest Awards for 5 radio and 4 tv networks, 144 radio and 48 tv stations, 1 radio-tv syndicate, 2 news wire services, 51 daily and 14 weekly newspapers, 19 general and 53 specialized magazines, 6 labor publications, 50 advertisers and 72 outdoor advertising companies.

The award was established in 1948 to honor "leadership, initiative and originality in the furtherance of accident prevention by the mass media." Each recipient will receive a plaque. Radio, tv and advertiser winners also are considered for the Alfred P. Sloan Awards for highway safety to be judged later.

Winners in broadcasting categories:

RADIO NETWORKS: American Broadcasting Co., N.Y.; Canadian Broadcasting Corp., Toronto; Columbia Broadcasting System, N.Y.; National Broadcasting Co., N.Y.; Westinghouse Broadcasting Co., N.Y. **RADIO STATIONS:** CFPL London, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CKOX Woodstock, Ont.; CKPC Brantford, Ont.; CKSL London, Ont.; CKUA Edmonton, Alta.; KANS Kansas City; KAYO Seattle, Wash.; KBTA Batesville, Ark.; KCRC Enid, Okla.; KDKA Pittsburgh; KDUB Lubbock, Tex.; KEEN San Jose, Calif.; KELA Centralia, Wash.; KELO Sioux Falls, S.D.; KEWB Oakland, Calif.; KEYZ Williston, N.D.; KFAB Omaha, Neb.; KFKA Greeley, Colo.; KGEK Sterling, Colo.; KGGF Coffeyville, Kan.; KHAM Albuquerque, N.M.; KJOY Stockton, Calif.; KLAC Hollywood, Calif.; KLON Long Beach, Calif.; KLRS Mountain Grove, Mo.; KMAP Bakersfield, Calif.; KMGM Albuquerque, N.M.; KMMJ Grand Island, Neb.; KMON Great Falls, Mont.; KMOX St. Louis; KMPC Los Angeles; KNUZ Houston; KOCY Oklahoma City; KOIN Portland, Ore.; KOOL Phoenix, Ariz.; KPOJ Portland, Ore.; KRES St. Joseph, Mo.; KSDS San Diego, Calif.; KSEI Pocatello, Idaho; KSIS Sedalia, Mo.; KSOO Sioux Falls, S.D.; KSTN Stockton, Calif.; KSUB Cedar City, Utah; KTNT Tacoma, Wash.; KTOK Oklahoma City; KVI Seattle, Wash.; KVOE Emporia, Kan.; KVOZ Laredo, Tex.; KXOK St. Louis; KXOL Fort Worth, Tex.; KYA San Francisco; KYW Cleveland; WABZ Albemarle, N.C.; WACO Waco, Tex.; WAKR Akron, Ohio; WALE Fall River, Mass.; WALT Tampa, Fla.; WASA Havre De Grace, Md.; WAVE Louisville, Ky.; WAVP Avon Park, Fla.; WAVZ New Haven, Conn.; WBCM Bay City, Mich.; WBIZ Eau Claire, Wis.; WBMC McMinnville, Tenn.; WBOE Cleveland, Ohio; WBUF (FM) Buffalo, N.Y.; WBVP Beaver Falls, Pa.; WBZ Boston; WCAE Pittsburgh; WCAO Baltimore; WCCC Hartford, Conn.; WCEN Mt. Pleasant, Mich.; WCRE Cheraw, S.C.; WCRF-FM Cleveland; WCUE Akron, Ohio; WDBS Durham, N.C.; WDSU New Orleans; WEAN Providence, R.I.; WEJL Scranton, Pa.; WERC Erie, Pa.; WERE Cleveland; WESB Bradford, Pa.; WFBM Indianapolis; WFLO Farmville, Va.; WFPG Atlantic City, N.J.; WGBI Scranton, Pa.; KGIR Manchester, N.H.; WGN Chicago; WHBC Canton, Ohio; WHEC Rochester, N.Y.; WHIM Providence, R.I.; WIBA Madison, Wis.; WIBC Indianapolis; WIBW Topeka, Kan.; WICC Fairfield, Conn.; WILS Lansing, Mich.; WINA Charlottesville, Va.; WING Dayton, Ohio; WKAL Rome, N.Y.; WKAR East Lansing, Mich.; WKDA Nashville, Tenn.; WKJG Fort Wayne, Ind.; WKMI Kalamazoo, Mich.; WLBN Lebanon, Ky.; WLW Cincinnati; WMAQ Chicago; WMCA New York; WMRN Marion, Ohio; WNEW New York; WOHO Toledo, Ohio; WOWL Florence, Ala.; WOWO Fort Wayne, Ind.; WPEN Philadelphia; WPEP Taunton, Mass.; WPIT Pittsburgh; WPMP Pascagoula, Miss.; WQAM Miami, Fla.; WREM Remsen, N.Y.; WRFD Worthington, Ohio; WROB West Point, Miss.; WRVA Richmond, Va.; WSAY Rochester, N.Y.; WSB Atlanta, Ga.; WSBF Clemson, S.C.; WSGN Birmingham, Ala.; WSGW Saginaw, Mich.; WSMB New Orleans; WSNW Seneca, S.C.; WSSC Sumter, S.C.; WTAX Springfield, Ill.; WTIC Hartford, Conn.; WTOL Toledo, Ohio; WTOP Washington, D.C.; WTRY Troy, N.Y.; WTTM Trenton, N.J.; WVCG Coral Gables, Fla.; WVIP Mt. Kisco, N.Y.; WVPO Stroudsburg, Pa.; WWDC Washington, D.C.; WWJ Detroit; WWVA Wheeling, W.Va.; WDYE Birmingham, Ala.

TELEVISION NETWORKS: American Broadcasting Co.; Canadian Broadcasting Corp.; National Broadcasting Co.; Westinghouse Broadcasting Co. **TELEVISION STATIONS:** CHCH-TV Hamilton, Ont.; KABC-TV Hollywood, Calif.; KCMO-TV Kansas City; KDKA-TV Pittsburgh; KELO-TV Sioux Falls, S.D.; KFRE-TV Fresno, Calif.; KMBC-TV Kansas City; KNME-TV Albuquerque, N.M.; KRON-TV San Francisco; KTRK-TV Houston; KTVH (TV) Wichita, Kan.; KVTV (TV) Sioux City, Iowa; KWTV (TV) Oklahoma City; KYW-TV Cleveland; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WBZ-TV Boston; WCPO-TV Cincinnati; WDSU-TV New Orleans; WEAU-TV Eau Claire, Wis.; WFBC-TV Greenville, S.C.; WFBM-TV Indianapolis; WFIE-TV Evansville, Ind.; WFLA-TV Tampa, Fla.; WGN-TV Chicago; WHAS-TV Louisville, Ky.; WJBK-TV Detroit; WJRT (TV) Flint, Mich.; WJW-TV Cleveland; WKJG-TV Fort Wayne, Ind.; WLOS-TV Asheville, N.C.; WLWA (TV) Atlanta; WLWI (TV) Indianapolis; WLWT (TV) Cincinnati; WMUR-TV Manchester, N.H.; WMVS-TV Milwaukee; WNBC (TV) West Hartford, Conn.; WNHC-TV New Haven, Conn.; WPRO-TV Providence, R.I.; WRCA-TV New York; WSAU-TV Wausau, Wis.; WSB-TV Atlanta; WSYR-TV Syracuse, N.Y.; WTTW (TV) Chicago; WVUE (TV) New Orleans; WWJ-TV Detroit; WWL-TV New Orleans; WYES (TV) New Orleans. **RADIO-TV SYNDICATE:** Ziv Television Programs, Cincinnati.

YOU CAN LEAD A CROWD TO CULTURE, BUT YOU CAN'T MAKE 'EM THINK!

If you agree with that statement, you're *not* in tune with the times. And that can prove disastrous to a radio station!

It's easily documented that the tastes of the general public are more discriminating than ever before—their needs more complex, their interests more varied. Listeners are hungry for educational and informative programs—not trivia. They want to hear good music as opposed to caterwauling. They want news in depth and from news analysts—not headlines from disc jockeys. And as long as they have dials on their radios, these needs will be satisfied—by one station or another. In the Detroit-Great Lakes area that station is WJR. What finer atmosphere for your product! Give your Henry I. Christal representative a call today and get the details concerning the station that IS in tune with the times—WJR.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of our complete-range programming — something for everyone.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WIRE Indianapolis, Ind.: Sold by Eugene Pulliam interests to WIRE Broadcasting Co. (Joseph Amaturo, president and majority stockholder) for $700,000, with over $200,000 cash commitment. Mr. Amaturo has interests in WFTL Ft. Lauderdale, Fla., and in WESO Southbridge, Mass. WIRE is 5 kw on 1430 kc and is affiliated with NBC. Broker was Edwin Tornberg & Co.

■ WIST Charlotte, N.C.: Sold by Broadcasting Co. of the South to Carolina Broadcasting Co. (Cox group) for around $500,000. Carolina Broadcasting owns WSOC-AM-FM-TV Charlotte and purchase of WIST is contingent on disposal of WSOC. Cox group in addition owns WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, and 42.5% of WCKR-WCKT(TV) Miami, Fla. It bought the WSOC stations year ago for $5.6 million. Broadcasting Co. of South owns also WIS-AM-TV Columbia, S.C., and WSFA-TV Montgomery, Ala. WIST is 5 kw day, 1 kw night on 930 kc. WSOC is 250 w on 1240 kc. Broker was Howard S. Frazier.

■ KIST Santa Barbara, Calif.: Sold by A.R. Ellman and A.T. Morici to J. Patt Wardlaw for $175,000. Mr. Wardlaw recently sold WLEU Erie, Pa. Messrs. Ellman and Morici, who bought KIST in 1958 for $197,000, also own KGMS Sacramento, Calif. KIST operates on 1340 kc with 250 w. Transaction was handled by Lincoln Dellar & Co. and R.C. Crisler & Co.

■ KLOU Lake Charles, La.: Sold by Robert Earle and associates to Albert D. Johnson for $150,000. Mr. Johnson is former manager of KENS-AM-TV San Antonio, Tex. Mr. Earle and associates own WIBR Baton Rouge, La. KLOU is 1 kw independent on 1580 kc. Broker was Hamilton-Landis & Assoc.

■ KUKO Post, Tex.: Sold by R.B. McAlister and Grady Franklin Maples to Galen O. Gilbert for $50,000. Mr. Gilbert owns KTLQ Tahlequah, Okla. Messrs. McAlister and Maples also own KBYG Big Spring and KUCO Littlefield, both Texas, and KBNZ La Junta, Colo. Station is 500 w daytimer on 1370 kc. Transaction was handled by Hamilton-Landis & Assoc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 104*).

■ KULA Honolulu, Hawaii: Sold by Jack Burnett to Charles Stuart III for $500,000 plus employment of Mr. Burnett as full-time manager for five years at $24,000 per year. Charles Stuart III is nephew of James Stuart, President of Stuart Investment Co., which owns KFOR Lincoln, and KRGI Grand Island, both Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan.

■ WCOA Pensacola, Fla.: Sold by Dixie Radio Inc., a group headed by Denver Brannen, to WCOA Radio Inc. for $350,000. Purchasers include Justin Miller, formerly 50% owner of WDCL Tarpon Springs, Fla., and T.K. Cassel, who is owner of WATS Sayre, Pa., and has interest in WGGG Gainesville, Fla.

Storer sales up 15%

Storer Broadcasting Co., Miami, last week announced an increase in sales of 15% and an increase in earnings of 39% for the first quarter of 1960 against the comparable quarter of 1959. Net earnings for the three months ended March 31 were $1,423,079 compared with $1,024,183 in the corresponding period of 1959. Net earnings per share this year's first quarter were 57.5 cents as against 41.4 cents in last year's. The earnings per share are based on the 2,474,750 shares of common and Class B stock outstanding in both years.

Storer stations are: WJBK-AM-TV Detroit; WJW - AM - TV Cleveland; WSPD-AM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadelphia; WGBS Miami; WWVA Wheeling, W.Va., and KPOP Los Angeles.

Variety Clubs awards

Variety Clubs International, an organization devoted to humanitarian activities whose members represent every phase of the entertainment field, has established an annual award to the radio or tv broadcaster who "best interprets the organization's varied activities in behalf of handicapped children." Newspaper and magazine news articles and photographs will be judged on the same basis, according to International Chief Barker George Eby of Pittsburgh. A special trophy and cash award of $100 will be made in each category with the first judging to take place during the Variety Clubs' convention in Toronto May 31. The Variety Clubs consist of 10,000 members in the U.S., Great Britain, Ireland, Canada & Mexico from motion picture, radio, tv and allied entertainment fields. During 33 years of existence, it has raised more than $78 million for charity.

CALIFORNIA **$500,000**

Major market fulltimer—excellent facility. In the black and growing every month. $150,000 cash and good terms.

VIRGINIA **$375,000**

Large market. Excellent cash flow. Fulltime. $100,000 cash. Reasonable terms.

MIDWEST **$150,000**

Daytimer with good potential. Can be bought with $30,000 cash, balance over 8 years. Needs owner-manager.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

TOP DIAL [illegible]LING

KFMB-TV SAN DIEGO WINS SYLVANIA AWARD

National Honors Go To Local "Zoorama" Series — Produced "live" at S. D. Zoo

"Zoorama," Channel 8's weekly televised excursion in the San Diego Zoo, has captured top honors in one of the video industry's more important awards ceremonies.

The program was selected as the outstanding local children's series in the Sylvania Television Awards for 1959. The awards were announced today in New York.

The prize was made in recognition of the co-operative efforts of the station and the zoo staff in bringing to TV each Sunday afternoon a feature on the nationally famous Balboa Park animal display.

The award was based specifically on one of the shows late last year which covered the children's section from entrance to exit. Bob Hower directed the segment which was submitted to the Sylvania

Oliver's knowledge of the Zoo comes in handy when a minor crisis develops during the program, as they're bound to in a zoo program. Until just recently, the weather has been co-operative. Even on rainy Sundays, "Zoorama" has been able to go ahead with a planned show.

"We had to make a last-minute switch two weeks ago because we had planned to do a bird show, and they're not at their best when wet," Hower said. "Luckily, though, there's always the snake house, which Oliver knows well."

Although he directed the prize-winning effort, Hower doesn't normally call the shots on "Zoorama." Last year, the regular man-in-charge was Lou Reese. Currently, it's Jack Shafer.

The Sylvania judging committee, headed by Deems Taylor, this year included Marvin Barrett, an author

KFMB 8 TV
SAN DIEGO

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

SEAL OF GOOD PRACTICE

A TRANSCONTINENT STATION

CHANNEL 8

CBS

RCA's 'eye' ■ The inscription in marble at 30 Rockefeller Center, New York, says quite clearly "RCA Building." Yet a passerby could be excused some confusion if he glanced at the glass panel over the entrance and thought he saw the CBS eye. He almost does, especially when the light strikes it at the right angle, as it did when BROADCASTING's photographer went by last week. The cut glass design is not an exact duplicate of the CBS emblem, as the oval is not completed on the top right and bottom left sides, but the impression is all too clear, especially to groggy executives fresh off the 8:02. RCA's optic was put there in 1932. It was designed by Lee Laurie. CBS' came into being in 1951.

Chicago city council bars broadcasters

Chicago's City Council last Thursday mounted another attack against electronic journalism, barring all tape-recorded and tv newsreel coverage of its regular proceedings.

Crews of local stations appeared at City Hall, as promised, but failed to gain access with their equipment. At the same time, the council set next Thursday for a hearing with broadcast media representatives before its rules committee. Aldermen voted down a motion, 43-4, to permit recorded and newsreel coverage, but permitted radio-tv newsmen to cover the meeting with paper and pencil.

In Thursday's floor proceedings, the administration's floor leader, Alderman Thomas E. Keane, held that the council has "the right to determine its own rules and procedures." He noted that tv cameras are not permitted in Congress or certain state legislature meetings. Other aldermen supported a motion to "invite" radio-tv in. They argued for broadcast media's constitutional right to cover proceedings.

The core of electronic newsmen's argument for access is an Illinois State Law which provides that all legislative groups perform their duties in open hearings. Controversy has arisen as to whether it applies to radio and tv and over a proposal by Alderman James Murray that Chicago stations submit films or tapes to the council rules committee for editing or carry full proceedings.

Bar, media groups hit blank in grant search

The American Bar Assn. and participating media groups have hit a stone wall in their cooperative attempts to get a foundation grant for proposed study of Canon 35.

That was the frank admission of a bar spokesman last Thursday in connection with the joint move for funds to underwrite an initial survey on the effects of radio-tv courtroom coverage. NAB, Radio-Tv News Directors Assn. and other groups are represented on the all media-ABA committee.

Four foundations originally suggested have rejected overtures of the committee, headed up by Whitney North Seymour, ABA president-elect, it was learned last week. Accordingly, bar and media committee members have been asked to submit a list of others which might be approached. The names will be pooled and acted upon sometime after May 1, it was reported.

Purpose of the initial pilot study would be to determine whether a second in-depth study of Canon 35 might be indicated. It's represented that neither bar members nor media representatives would feel it feasible to raise their own funds looking toward such a study and that they ought to come from an impartial, outside organization inclined to perform a public service.

Meeting schedule drawn up by NAB

A schedule of conventions, board meetings and fall conferences was announced last week NAB. It follows:

Board of Directors: June 13-17, 1960, Statler-Hilton, Washington; Feb. 6-10, 1961, El Mirador, Palm Springs, Calif.; June 12-16, 1961, Statler-Hilton, Washington; Feb. 5-9, 1962, Hollywood Beach, Hollywood, Fla.

Annual Conventions: May 7-11, 1961, Shoreham and Sheraton Park Hotels, Washington; April 1-5, 1962, March 31-April 4, 1963 and April 5-9, 1964, all at Conrad Hilton, Chicago.

Fall Conferences, 1960: Oct. 13-14, Biltmore, Atlanta; Oct. 18-19, Sheraton-Dallas, Dallas; Oct. 20-21, Mark Hopkins, San Francisco; Oct. 24-25, Denver-Hilton, Denver; Oct. 27-28, Fontenelle, Omaha, Neb.; Nov. 14-15, Statler-Hilton, Washington; Nov. 17-18, Biltmore, New York; Nov. 21-22, Edgewater Beach, Chicago.

Fall Conferences, 1961: Oct. 9-10, Jefferson, St. Louis; Oct. 12-13, Sheraton-Dallas, Dallas; Oct. 16-17, Hotel Utah, Salt Lake City; Oct. 19-20, Sheraton Palace, San Francisco; Oct. 30-31, Robert Meyer Hotel, Jacksonville, Fla.; Nov. 9-10, Somerset, Boston; Nov. 13-14, Pittsburgh-Hilton, Pittsburgh; Nov. 16-17, Leamington, Minneapolis.

KXYZ airs trial

Obtaining permission of the presiding judge and the attorneys in the case, KXYZ Houston last week began broadcasting a murder trial direct from the courtroom. By connecting with the public address system, the station is able to bring live testimony to listeners as part of its public affairs programming. KXYZ has broadcast major trials in the area in the past and has announced plans to bring future ones to its audience under the same conditions.

■ Media reports

New Baltimore fm ■ WBAL-FM (formerly WFDS-FM) Baltimore began broadcasting at 5 p.m. April 11. Featuring concert hall music, operas,

WKY,* Oklahoma City

Creative Programming with the GATES NITE WATCH

From across the nation come reports of success with NITE WATCH. Radio stations, both large and small, have found that better programming, larger audiences and a more profitable operation are possible with the Gates Nite Watch Automatic Programming System.

Don Wallace, WKY announcer, utilizes NITE WATCH production unit to prepare program material. Full editing, sequence record selection and dubbing facilities are incorporated in the NITE WATCH system.

Gene Lyons, Chief Engineer for WKY, listens as the NITE WATCH tape control unit and automatic transcription changer play back the prepared program, complete with announcements and music in perfect sequence. The NITE WATCH system provides up to 7½ hours of continuous programming.

Complete information on the Nite Watch is yours for the asking, along with an up-to-date listing of Nite Watch users. Write the Audio Products Section, Gates Radio Company, Quincy, Illinois, today.

**Gene Lyons, WKY's Chief Engineer, says:*

"WKY's choice of the Gates Nite Watch was based on a careful study of all automatic programming systems available to the industry. We consider the use of a full track tape machine for speech and the use of sub-audible tones for control superior in assuring a satisfactory signal-to-noise ratio. The Gates Nite Watch is thoroughly engineered, straight forward in design, with good mechanical layout and quality workmanship. The adaptability of the Gates Nite Watch to make-up at one location and play-back at a second location was a necessity in our particular installation. After initial adjustments the unit has been trouble-free."

**WKY was the third commercial radio station established in the United States, and the first west of the Mississippi River. Both WKY Radio and WKY-TV have attained national stature for outstanding quality in local programming and public service.*

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

TELEVISION'S BAN MAN

Tv Code head Hartenbower takes fearless look at new job

Joe Hartenbower is no bluenose. The man who heads NAB's television code believes the medium can improve its public image without destroying its effectiveness as a sales tool or source of entertainment.

KCMO-TV Kansas City offers living proof that smart supervision rather than strict censorship can solve many of television's present problems, according to his industry colleagues.

As new chairman of the NAB Tv Code Review Board, the vice president-general manager of the Meredith stations in Kansas City has taken over one of the nation's tougher assignments—keeping tv advertisers, their agencies and tv stations in tune with the times.

And the times are rough, really rough, as Congress, federal agencies, newspapers, magazines, assorted civic agencies and viewers turn their wrath toward television.

Joe Hartenbower—its actually Elton K.—took over his extra curricular assignment a fortnight ago from one of the industry's abler administrators, Donald H. McGannon, president of Westinghouse Broadcasting Corp. Succeeding the aggressive Mr. McGannon isn't going to be easy. But luckily, the new chairman combines business and personal traits with code experience and zeal for the job. The combination will be highly effective, his fellow code board members believe.

Big Job Ahead ■ The new code chairman faces a tough travel routine and long hours of extra work. Helping him is the fact that Meredith Publishing Co. and Payson Hall, director of Meredith stations, are providing complete cooperation in this industry-service project.

In effect, Joe Hartenbower is television's chief censor. He's a take-charge executive despite his easy smile and quiet manner, a trait now familiar to broadcasters who saw him in action as an NAB Radio Board member and vice chairman in the mid-50s.

A year ago when Mr. McGannon named him chairman of the code board's personal products subcommittee, hottest spot in the code scene, this mild man ran a strict chair despite Mr. McGannon's membership on the subcommittee. He started off as boss man and that's the way the subcommittee operated, with the top code official happy to cooperate when he saw what was happening. Gaines Kelley, WFMY-TV Greensboro, N.C., was the third member.

What was happening behind subcommittee doors was dramatic. Preparation H (hemorrhoidal remedy), depilatories, bathroom tissue, antiperspirants, headache pills—these and dozens of others were drawing public revulsion that couldn't be ignored.

Taking a typical Hartenbower approach, he called on the NAB code staff headed by Edward H. Bronson and Harry Ward to collect a single film of distasteful and doubtful commercials. This can of horrors—47 potent plugs for personal products—was viewed, reviewed and analyzed. Life became a melange of armpits, hairy legs, runny noses and aching noggins, a code staffer recalled. Actually it was a methodical effort to find out what was offensive and to seek ways of avoiding viewer irritation.

Major Step ■ Next Mr. Hartenbower called a subcommitte meeting under the nose of the American Assn. of Advertising Agencies, holding a late April convention at White Sulphur Springs, W.Va. Mr. McGannon was an AAAA speaker. The subcommittee members talked informally with top agency executives. And one week later they went to New York for more meetings with AAAA and also the Assn. of National Advertisers.

At that point the Hartenbower group was taking a major step in code enforcement—expanding the contact at the source. Agencies and advertisers were interested and became convinced the problem was really serious, as subsequent events have borne out.

Later AAAA agreed to distribute a copy of a subcommittee analysis prepared in the late spring weeks. This document, now a standard reference work on the subject, outlined the personal products problem, reviewed commercials by types of products, and suggested ways of advertising them in good taste. Some of the distinctions were finely drawn but proved to be practical. For ex-

Broadway melodies, ballet, jazz and "off-beat and unusual high fidelity recordings," WBAL-FM is on the air from 5 p.m. to midnight weekdays, 1:30 until 11:30 p.m. Saturdays and 9 a.m. until midnight on Sundays, the station reports. It further states that all-new broadcasting equipment has been purchased, with improvements, at a total cost of over $100,000. Bob Benson, formerly assistant manager of the Baltimore Symphony Orchestra and program director of WFDS-FM, is program director of WBAL-FM. The station operates at 87.9 mc with 20 kw power.

Memorial awards ■ Annual scholarships donated by Broadcasting Executives Club of New England have been named the Harold E. Fellows Memorial Scholarships in honor of the late NAB president. An illuminated scroll announcing the club's dedication of the awards has been sent to Mrs. Fellows.

Legal news guide ■ A handbook designed to aid radio-tv reporters and broadcasters in the handling of legal news is being distributed by the American Bar Assn. to stations, newspapers, bar groups and journalism and law schools. Titled *Law and Courts in the News*, the 25-page booklet is intended to serve as a reference source for radio-tv and newspaper libraries and as a teaching aid in schools. Publication includes a glossary of legal terms and diagrams showing federal and state court structures.

Radio-tv monitors ■ Radio Reports Inc., New York, has stepped up its monitoring and recording services for radio and television to include more than 250 U.S. markets. During the past year the company's service of taping commercials in many markets had been dormant, according to David Fins, vice president and general manager. Current expansion was said to be brought about by growing market competition and demands for accurate, up-to-the-minute information on radio and tv which "can only be supplied by monitoring personnel on the scene in each market."

Fm treaty ■ KCBH (FM) Los Angeles has signed a reciprocal sales representation agreement with KPEN (FM) San Francisco-Atherton. The management

ample, hemorrhoidal remedies and toilet paper.

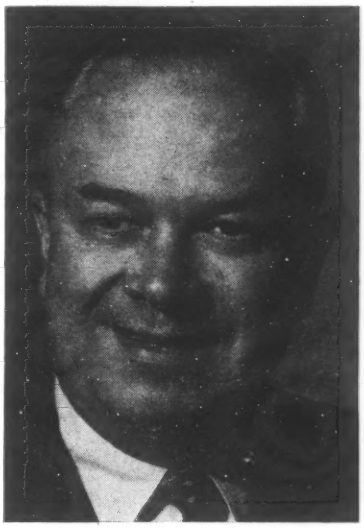
Black Sheep Return ■ Last June, 16 tv stations were thrown out of the code structure because they carried the Preparation H (hemorrhoid) account, barred by the very nature of the product. Another 19 stations resigned rather than give up the business. Of the 35 stations, 33 are now back in the code fold.

While a hemorrhoidal remedy is banned by its very nature, the Hartenbower subcommittee decreed toilet tissue commercials can be acceptable if based on the words "bathroom tissue" or "bathroom paper." Acceptable visual and audio procedures were suggested.

That was the sort of problem the subcommittee faced constantly. And it faced the problem firsthand Sept. 14-15 at a meeting with the principals of Ted Bates Inc., agency for the Preparation H account. Despite NAB's blacklisting, the meeting was calm and the parties understood their opposing viewpoints. Not one of the 381 tv code subscribers now carries the account, code officials believe.

A new subcommittee was formed by Mr. Hartenbower when he assumed his role as code board chairman, during the April 3-6 NAB convention. Members are Mr. Kelley, chairman; George Whitney, KFMB-TV San Diego, Calif; Mrs. A. Scott Bullitt, KING-TV Seattle, and Mr. Hartenbower *ex officio*.

Then there's a second subcommittee, set up to guide the code board's expansion program. The membership of the board has been increased from five to seven. A New York office will be opened and another staff executive added in Washington. Joe Herold, KBTV (TV) Denver, is chairman. Other members are Robert W. Ferguson, WTRF-TV Wheeling, W.Va., James M. Gaines, WOAI-TV San Antonio, Tex., and Mr. Hartenbower *ex officio*.



MR. HARTENBOWER

Not an easy job

All that means more work for the chairman. Happily he's a horse for work. When the code board meets again next June, he'll be fully prepared when he calls the meeting to order.

Those Statues ■ One of the touchy subcommittee projects under Hartenbower chairmanship centered around the Greek statues used by Bristol-Myers in its commercials for Ban, an anti-perspirant and deodorant. They're really statues of a late Roman era rather than Greek, as dubbed by the journalistic craft. Featuring a deep, resonant voice intoning the social hazards of sweating by the mature male and female, Ban commercials aroused nationwide comment. This was generally unfavorable.

Numerous conferences were held with the sponsor and its agency, Ogilvy, Benson & Mather. A new series of plugs, minus such clinical words as male and female, has emerged and will be on the air within a week. They're believed to be much less irritating. Both sponsor and agency have cooperated with code officials though Ban sales seemed to be zooming parallel with the irritation stirred by the commercials.

Mr. Hartenbower is deadly serious about his code service. "In the long run the future of television lies in the code's basic ethics, in the quiet day-to-day application of code principles without exception and without compromise," he said.

Speaking in the calm voice he always uses, a result of his training in the old Niles Trammell-Sidney Strotz school of salesmanship in Chicago, he added, "The code must continue to grow with the television medium. Its influence must be expanded. Industry and public awareness of the code must be broadened."

Don McGannon is a hard man to follow. His leadership in meeting the torrential attacks on broadcasting as code chairman will live in industry history. The heat's still on broadcasters and no letup is in sight. Happily the code board remains in strong hands—those of genial Joe Hartenbower, a man who moves carefully and fearlessly.

Joe's gentle approach is his own special way of getting results.

of these stations have expressed the belief that this alliance will do a better selling job for both stations. Wally Brazeal will sell in San Francisco, while Jack Dalton and Ward Glenn do the same in Los Angeles.

Goes ABC ■ KNTV (TV) San Jose, Calif., ch. 11, became a primary affiliate of ABC-TV on April 1.

Another for NBC-TV ■ NBC-TV signed up KSOO-TV Sioux Falls, S.D., as a primary affiliate during the NAB convention. The station, which got its grant in July 1957, will go on the air sometime this summer, operating on ch. 13.

European Pact ■ RKO General Inc. has signed an agreement with Radio Luxembourg subsidiary; Information Et Publicite, making its sales representative for all RKO stations in every European and North African country. According to Thomas O'Neil, president of RKO General, the joint efforts of RKO and Radio Luxembourg "should benefit the international advertiser and at the same time resolve in progressive and profitable exchange of information and programming material for both radio and television."

Murrow returns ■ CBS newsman Edward R. Murrow, currently on sabbatical leave, will return to CBS News headquarters in New York in June and assume a variety of assignments. He will be featured in a new weekly 25-minute series, *Background*, beginning July 3 (CBS Radio, Sun., 12:05-12:30 p.m.) and has been assigned to the CBS News team covering the Democratic convention in Los Angeles and the Republican convention in Chicago. Following these events, he will cover the election campaigns and comment upon the election night returns in the summer and fall, respectively.

Big winner ■ Seven out of nine first place awards in the annual Theta Sigma Phi best writing contest for Pacific Northwest media went to KREM-AM-TV Spokane, Wash. The station's news service and its personnel were honored by the national professional sorority for women in journalism. A new feature of the awards, the "Edward R. Murrow Radio-Tv Plaque," placed four

inscriptions on the honor roll. KHQ-AM-TV Spokane won one of those inscriptions while KREM won the other three. The awards covered news media in areas of Washington, Idaho, Montant and Oregon.

Am & fm ■ Directors Guild of America reports that arbitrator Peter Seitz ruled that WABC New York must use DGA members on separate fm broadcasts as well as on am broadcasts. Station had contended that it could use non-union directors on its separate fm programs.

SRA awards ■ Station Representatives Assn. will present its annual awards for 1960 on May 4. During ceremonies in New York presentations will be made of the "Silver Nail" timebuyer of the year award in honor of Frank Silvernail, who retired from BBDO in 1958, and of the "Gold Key" award. In addition, this year SRA will present an award known as the "Chicago" to a timebuyer for an advertising agency there during a luncheon in Chicago, also on May 4.

New policy ■ WJW Cleveland, a Storer station, has announced a switch in format from news and music personalities to "all good music". Grady Edney, Storer's national radio program manager, will head the production staff that will launch the new policy and will make his headquarters at WJW for the next few months. He says the format will consist of uninterrupted music for 12-20 minute periods with commericals clustered at certain parts of the hour. He further states that limitations will be placed on the number of spots in each hour. NBC news and local news will be carried hourly as well as other network features. The change applies to WJW only and not necessarily to any other Storer stations, it was announced.

AB-PT dividend ■ American Broadcasting-Paramount Theatres Inc., N.Y., has declared second quarter dividend of 25¢ per share on outstanding common and preferred stock, payable June 15 to holders of record on May 20, 1960.

Unusual ■ WPAQ Mt. Airy, N.C., reports it has received notice that its 10 kw, 740 kc program on Feb. 17 between 10:28 and 10:55 a.m. was received by a DX listener in Ornskoldsvik, Sweden. Ionospheric skip to that 4,000-mile distance is not unusual at nighttime, but is extremely rare for daylight hours, Ralph D. Epperson, general manager of the North Carolina station noted.

U.S.O. d.j.'s ■ Radio stations and personalities have been invited to join the "USO-Disk Jockey Network." Participating stations are asked to play numbers requested by servicemen overseas and dedicated to families and friends in the local community, and, it's hoped, produce local request shows to be sent overseas and broadcast to servicemen through American Forces Network stations. USO headquarters are at 237 E. 52nd St., New York City.

New Hawaiian tv station ■ Hawaiian Broadcasting System Ltd., Honolulu, has been granted a construction permit by the FCC to build and operate a translator station in Lihue, Hawaii. The new station will transmit on ch. 70 and is scheduled to make its air debut about May 1. Hawaiian Broadcasting System reportedly will have the only statewide tv network in Hawaii with signals emanating from six transmitting stations: KGMB-TV Honolulu, KMAU-TV Maui, KHBC-TV Hilo, K70BS Kulani, K74BA Naalehu and the new facility.

■ Rep Appointments

■ KVOX Fargo-Moorhead; KBOM Bismarck-Mandan; KSJB Jamestown; KCJB Minot, and KRAD Grand Forks, all North Dakota; Dean & Slaughter Inc., Minneapolis. That firm has expanded to represent broadcast, magazine and newspaper media.

■ WCUM Cumberland, Md., and WEEZ Chester, Pa.: Philadelphia Spot Sales as representative in that area. WCUM is nationally represented by Thomas F. Clarke Co.; WEEZ by Weed Radio Corp.

■ KLAC Los Angeles: Daren F. McGavren Co., N.Y.

■ WRAW Reading, Pa.: Grant Webb & Co., N.Y.

■ WALA-AM-TV Mobile, Ala., and WSAN Allentown, Pa.: The Bolling Co., N.Y.

■ Cascade Television Co. (KIMA-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho): Young Television Corp. as national representative.

Cascade Radio stations (KIMA Yakima, KEPR Pasco and KWIQ Moses Lake Wash.): Adam Young Inc. as national representative. Art Moore & Assoc. will continue to represent Cascade's radio and tv stations in the Northwest.

■ WNOR Norfolk, Va.: Robert E. Eastman & Co., N.Y.

■ WHYE Roanoke, Va.; KLRA Little Rock, Ark., and KUTI Yakima, Wash.: Weed Radio Corp., N.Y.

■ WMAK Nashville, Tenn.: George P. Hollingbery, N.Y.

■ WYSL-AM-FM (formerly WINE)

■ SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KPIX, SAN FRANCISCO

MOST NEWSCASTS OF ALL SAN FRANCISCO TV STATIONS

And that's not all! ■ Only over all rating gain scored by a San Francisco TV station in 1959 ■ Most total advertisers of all San Francisco TV stations ■ Most national advertisers of all San Francisco TV stations ■ Most local live shows of all San Francisco TV stations ■ That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, KPIX 5 SAN FRANCISCO

Represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

Buffalo: Daren F. McGavern Co. as national representative.

■ WDMV Pocomoke City, Md.: Hal Walton Assoc., N.Y.

■ WXIX-TV Milwaukee: Young Television Corp., effective April 15.

Sets Teletape division

KUTV (TV) Salt Lake City has announced the formation of Teletape Inc., a wholly owned subsidiary, to handle its video tape production and recording operation. John P. Brophy, formerly program and production director of KUTV, has been appointed manager of the new division. Most recently he has been account executive and tv supervisor for Fallon, Brangham & Moon, Los Angeles.

MR. BROPHY

Teletape Inc., organized at a cost of $200,000, will have separate studio facilities in addition to a mobile unit housed in a custom-built 32-foot trailer with its own screening room for immediate field playback. The unit is equipped with one Ampex VR 1000B recorder, slide and film chain, three image orthicon cameras and full audio facilities.

Brent H. Kirk, general manager of KUTV, said that Teletape would perform the same function for his station as do vtr departments in other stations, but would be able to expand its production and recording activities beyond regular station use with its mobile unit.

The studio facility will be ready for business May 15. Operational date for the mobile unit is June 1.

New Hot Springs tv set

Plans have been made for the building of a new television station, KFOY-TV, in Hot Springs National Park, Ark., following a meeting between the city commission and officers of Southwestern Operating Co., the permittee. Target date for the new ch. 9 station is May 1. The call letters are to suggest "fountain of youth."

Southwestern's officers are Donald W. Reynolds, president and 100% stockholder; R. T. Bentley, vice president, and C. W. Parkinson, secretary-treasurer. John Whitt, of KFSA Fort Smith, Ark., has been named acting manager of KFOY-TV. Hammett & Edison, San Francisco, are consulting engineers and Haley, Wollenberg & Kenehan, Washington, the attorneys. Mr. Reynolds owns other broadcast properties in Arkansas, Nevada, Oklahoma and Texas.

FCC, OREN AGREE ON PLUGOLA 'RULE'

Commission's controversal interpretation deemed impractical

There seemed to be general agreement last week among broadcasters, the FCC and congressmen that the controversial new interpretation placed by the FCC on an old law—which would require a station to announce the names of companies which give it so much as a free record—is completely impractical and probably unfair to the station.

What to do about it was the big issue during the House Communications & Power Subcommittee's Tuesday-Wednesday hearings on a group of bills covering payola, plugola, rigged contests on the air, quickie grants, procedures for applications for new stations and sanctions to keep down abuses of laws and FCC rules.

The subcommittee hearing was marked by a seldom-displayed conciliatory attitude on the part of Chairman Oren Harris (D-Ark.) in conceding that both present and proposed laws present knotty problems, but this didn't keep him from making his usual outbursts charging FCC laxity and broadcaster defiance of regulation.

■ The FCC held Sec. 317 of the Communications Act, which requires an announcement naming a person who gives "services, money or other valuable consideration" in exchange for exposure of broadcast material, is subject to varying interpretations. FCC Chairman Frederick W. Ford suggested the FCC be given discretion in its rulemaking to determine what constitutes valuable consideration. Mr. Ford said the term "property" employed in HR 11341 narrows the definition so that any property, including records, would be covered. Promising to submit suggested legislation, the FCC chairman two days later (Thursday) submitted language which would give the FCC authority to waive Sec. 317 requirements at its discretion and institute rulemaking to draw the line.

■ Chairman Harris stated his agreement with the belief that a station shouldn't be required to make an announcement in the case of a single record, though he thought a "$5,000 library is something else." He expressed skepticism of FCC rulemaking, saying that though the present members of the FCC may plug loopholes on payola and other abuses, "some other commission down the line can change the rules and get back to the same procedure." He expressed similar doubts about FCC suggestions that it be allowed to handle other problems by rulemaking.

■ Vincent Wasilewski, NAB government relations manager, said NAB thinks the FCC has interpreted "valuable consideration" incorrectly and the association believes the term should be restricted to its "contractual" meaning; i.e., that a broadcaster would have to make a promise to play the record for the law to be applicable to him. A broadcaster required to identify the donor of a record would be giving the donor an additional plug and broadcasters don't want to give their time away, he said.

■ Thomas K. Fisher, vice president and general attorney of CBS-TV and its owned tv stations, said the language of Sec. 317 was handed down from a 1912 law applying to publications enjoying second-class mailing privileges. The FCC in 1944 started rulemaking similar to its most recent interpretation, Mr. Fisher said, but there were so many protests it adopted its present rule instead. He suggested amending Sec. 317 so matter given a broadcaster would be considered payment only (1) if it was in exchange for identification of the donor to an extent beyond that reasonably necessary to the material's use in a program or (2) if the material constitutes editorial comment for use in a political program or discussion of public controversial issues.

Ford Statement ■ FCC Chairman Ford said the Harris bill (HR 11341) fails to give parties in interest certain rights they have under existing law. The bill would require dual hearings, on a construction permit and on the license covering it, he said. Its requirement of a hearing on non-contested applications for new facilities or major changes would delay processing by adding 17 hearings a week, he said, and would require more personnel as well as more money for travel to conduct hearings in local areas.

Rep. Harris had criticized the paucity of local hearings in the past.

Mr. Ford urged passage of S 1898, approved by the Senate, which sets up a pre-grant procedure to allow parties to object to a grant made without hearing before it becomes effective instead of the present protest procedure, where objections made after a grant can delay a new service to a community for months or years.

On swap-offs and payoffs among ap-

MR. FORD

MR. WASILEWSKI

MR. BAKER

MR. FISHER

MR. JENNES

They testified on bills concerning payola, plugola, quickie grants and rigged quizzes.

THE QUALITY TOUCH

WFAA

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

There are no short cuts to quality, as evidenced by the beautiful prints produced by the age old process of stone lithography.

Neither are there short cuts in the building of a quality image so precious in the operation of today's better radio and television stations.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

plicants, Mr. Ford said the FCC has instituted rulemaking to discourage "strike" applications. HR 11341 would penalize negotiations, whether or not bona fide and aboveboard, thus causing delay in providing new services, he said.

Backs Suspensions ■ The FCC chairman said the commission approves provisions to suspend licenses for short periods. Mr. Ford said the FCC also will submit a bill to Congress soon to authorize it to impose monetary forfeitures for rule and law violations by broadcasters. He felt, however, that the FCC already has power to issue shorter-term licenses and merely needs to change its rules to conform.

Mr. Ford said the FCC now is awaiting Budget Bureau approval for a bill it has drafted to prohibit rigging of broadcast tests of skill or knowledge. HR 11341's prohibition against deceptions is too broad, the FCC feels, because it would cover illusions and fantasies necessary to many worthwhile and desirable programs.

Commissioner Rosel T. Hyde told the subcommittee the FCC doesn't advocate a return to the Avco rule, but would like more discretion and responsibility in handling station transfers.

Mr. Ford said answers to the FCC's payola questionnaires to stations are being reviewed for willful violations or considerable neglect on the part of licensees and a special task force of eight lawyers are "combing" questionable answers. He said the commission is overlooking such offenses as accepting a free copy of a single record.

Wasilewski Statement ■ Mr. Wasilewski said NAB feels local hearings on applications for new facilities are unnecessary and said the association feels the FCC already has adequate authority to deal with swap-offs and payoffs. NAB opposes license suspensions, he said, because it feels the FCC should use its license revocation authority and cease and desist orders for offenders. To suspend a station license would be to deprive the public of service because of the broadcaster's misdeeds, he said. This also gets into government regulation of programming, he said. If a broadcaster has warranted revocation, there should be "no in-between area for the lifted-eyebrow technique of governmental regulation and supervision," he said.

Rep. Harris criticized the NAB statement for the most part, saying he received the impression NAB thinks the broadcast industry "should be left wide open." He is, he said, "opposed to not doing anything on the basis that the government is trying to get into programming." The public, he said, is "fed up" with loopholes in the law.

A remark by Rep. William Avery (R-Kan.)--that he didn't believe the public has lost confidence in the broadcasting industry and the FCC—drew fire from Rep. Harris.

Rep. Harris noted he had made a public remark that broadcasting abuses were "widespread." "Anyone who says they're not is not familiar with the facts," he said, since rigged tv quiz shows were carried to affiliates all over the country.

Fisher Views ■ Mr. Fisher said CBS supports the pre-grant procedure in S 1898, which, he said, makes a grant reasonably final so the grantee may proceed with some assurance it won't be upset. It also removes the necessity for hearings on issues which are not substantial, he said. CBS does not see the advantage of local hearings which HR 11341 would require, he said, but in view of the cost, the FCC and Congress should make that decision. CBS feels cease and desist orders are more useful than suspensions, though they are seldom used, he acknowledged. Fines and forfeitures also might be useful, he thought.

Mr. Fisher pointed out what he felt were several flaws and loopholes in proposals on quiz programs.

On sponsorship identification proposals, Mr. Fisher pointed out several things which might be affected by the present narrow definition of Sec. 317 as interpreted by the FCC. These, he said, include weather information; films from government departments and transportation furnished in connection with such activities; access to hotels, churches or athletic fields; free books for review or tickets to theatres; spot announcements from public service organizations and press releases by the thousands for government, business, labor, associations and public and private individuals.

He said CBS supports the application of Sec. 317 to non-licensees such as employes, independent contractors and the payors. HR 11341 attempts to specify the nature of the announcement which must be made, he said, but CBS feels it would be best for the law to say "appropriate announcement" and let the FCC specify in its rules what kind should be made in each situation.

Mr. Fisher said CBS opposes requiring an applicant for renewal to submit narrative reports on his past programming because when the FCC begins to consider whether this satisfies community needs, the government begins to dictate what the needs are. The only exceptions, he said, should be where proposals by two applicants must necessarily be compared and where a broadcaster's performance is so at variance with his promise that he becomes a liar and thus his character becomes questionable.

Bar Groups ■ Warren E. Baker, representing Federal Communications Bar Assn., and Ernest Jennes, representing the American Bar Assn., testified in favor of S 1898. They said the bar groups are not taking positions on the substance of the bills, but on their legal procedure aspects.

Rep. Harris said the subcommittee staff questions the language of S 1898. Both witnesses said they would be glad to discuss that bill and other drafting technicalities with the staff.

Rep. John B. Bennett (R-Mich.) filed a statement supporting bills he has introduced on network regulation, payola, deceptions and license suspensions.

Rep. Emanuel Celler, chairman of the House Antitrust Subcommittee, filed a statement saying he is concerned that 12% of the stations in the U.S. have admitted to payola in some form. "The equanimity with which the regulatory agency regards the present state of affairs only emphasizes the need for additional legislation," he said.

House raps FTC

The House Independent Offices Appropriations Subcommittee took the opportunity of rapping the knuckles of the Federal Trade Commission while approving the agency's 1961 budget.

The subcommittee slapped at the FTC's increasing involvement in record company and disc jockey payola disclosures and urged it "to stress anti-monopoly and anti-merger work . . ."

The total FTC appropriation of $7.415 million was approved by the subcommittee with the stipulation that no part of the commission's budget shall be expended on investigations until Congress provides funds to finance the cost. Although the FTC approved budget is up $575,000 over last year, it is $185,000 less than was asked for.

Senate-broadcaster hearings scheduled

Senate Commerce Committee hearing of broadcasting groups—NAB, advertisers, agencies and networks—on problems confronting the industry and what is being done about them is tentatively scheduled in two or three weeks, according to committee officials. The hearing was postponed because of the Senate's civil rights debate.

Also in the works about the same time will be a hearing on S 3171, which

Trendex observes a trend:

	Average Share of Audience*	Number of Half Hour "Firsts"*
ABC-TV	35.5	15
NET Y	33.9	14
NET Z	30.6	6

This rating performance—so pleasing to Net ABC—is paced by such ABC-TV shows as "The Untouchables" (steaming in with a better than 50% audience share) and "The Lawrence Welk Show" (registering an almost 40% audience share).

ABC TELEVISION abc

***Source: 29 Trendex Cities, April 1-7, 8 to 10:30 p.m., all 7 nights.**

would require networks and stations to give an hour of free time weekly to presidential candidates of the two major parties during the eight weeks this fall preceding the elections.

The commerce group has set April 27 for a hearing on the nominations of FCC Commissioner Robert E. Lee for a second term and Edward K. Mills Jr., nominated to fill the unexpired term of John C. Doerfer as an FCC member.

Due for Senate consideration is a resolution (SRes 305) calling for formation of a "watchdog subcommittee" to assure freedom of communications, fairness and impartiality in operation of the revised Sec. 315 of the Communications Act. The section was amended last year to exempt newscasts and similar programs from equal-time requirements. This group would study federal policy covering use of government-licensed media in the areas of political opinion, news, advertising and presentations of candidates. It would review complaints and data dealing with dissemination of news by such media and oversee FCC rulings in the field.

Lee, Mills nomination hearing set April 27

The Senate Commerce Committee last week set April 27 to hear the nomination of Edward K. Mills Jr. to the FCC and the renomination of Commissioner Robert E. Lee to a new seven-year term starting July 1. Both are Republicans.

Mr. Mills, former mayor of Morristown, N.J., and former deputy director of the General Services Administration, was nominated by the President March 24 to serve the 15-month unexpired term vacated by the resignation of former FCC Chairman John C. Doerfer (BROADCASTING, March 28). Commissioner Lee was nominated for a new term last February.

Chairman Warren G. Magnuson (D-Wash.) of the Senate group has said he will notify senators from the nominees' home states they may appear to endorse or oppose their confirmation by the Senate. Commissioner Lee is from Illinois.

Dismissal of antitrust suit is denied

A federal judge in Tacoma, Wash., has denied motions for dismissal of a $15 million private treble damage antitrust suit against KIRO-TV Seattle and CBS.

The motions were made by KIRO-TV and CBS. The suit was brought by Tribune Publishing Co., owner of KTNT-TV Tacoma and involves the 1958 transfer of CBS Television affiliation from KTNT-TV to KIRO-TV.

U.S. District Judge William J. Jameson ruled that the plaintiff was entitled to a trial on the issues.

The Tribune Publishing Co. charged that CBS and KIRO had an understanding regarding affiliation for television when KIRO received a tv grant. This is a violation of the Clayton Act, the Tribune alleged. KIRO-TV went on the air in February 1958, with the CBS affiliation.

A pre-trial hearing has been scheduled for May 16 in Washington, D.C. The trial itself has been set to start July 12 in federal court in Tacoma.

BMI charges ASCAP withheld information

Broadcast Music Inc. charged last week that the American Society of Composers, Authors and Publishers withheld information from the FCC which it presented to the Justice Dept. indicating payola practices "for which ASCAP's method of payment was solely responsible."

In a statement filed with the com-

Idaho Grows More Potatoes, But—

WWTV AREA CONSUMER-INCOME TOPS IDAHO'S BY 9%!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

True! People in Cadillac and Northern Lower Michigan—the WWTV, Cadillac coverage area—earn 9% more income than the entire population of Idaho.*

So you see there's lots, *lots* more to Michigan than the Detroit, Kalamazoo and Grand Rapids markets—and WWTV covers all the rest worth having! WWTV has NCS No. 3 circulation, both *daytime and nighttime*, in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that *WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual Consumer Spendable Income (CSI) in WWTV area is $971 million, and $937 million in Idaho.*

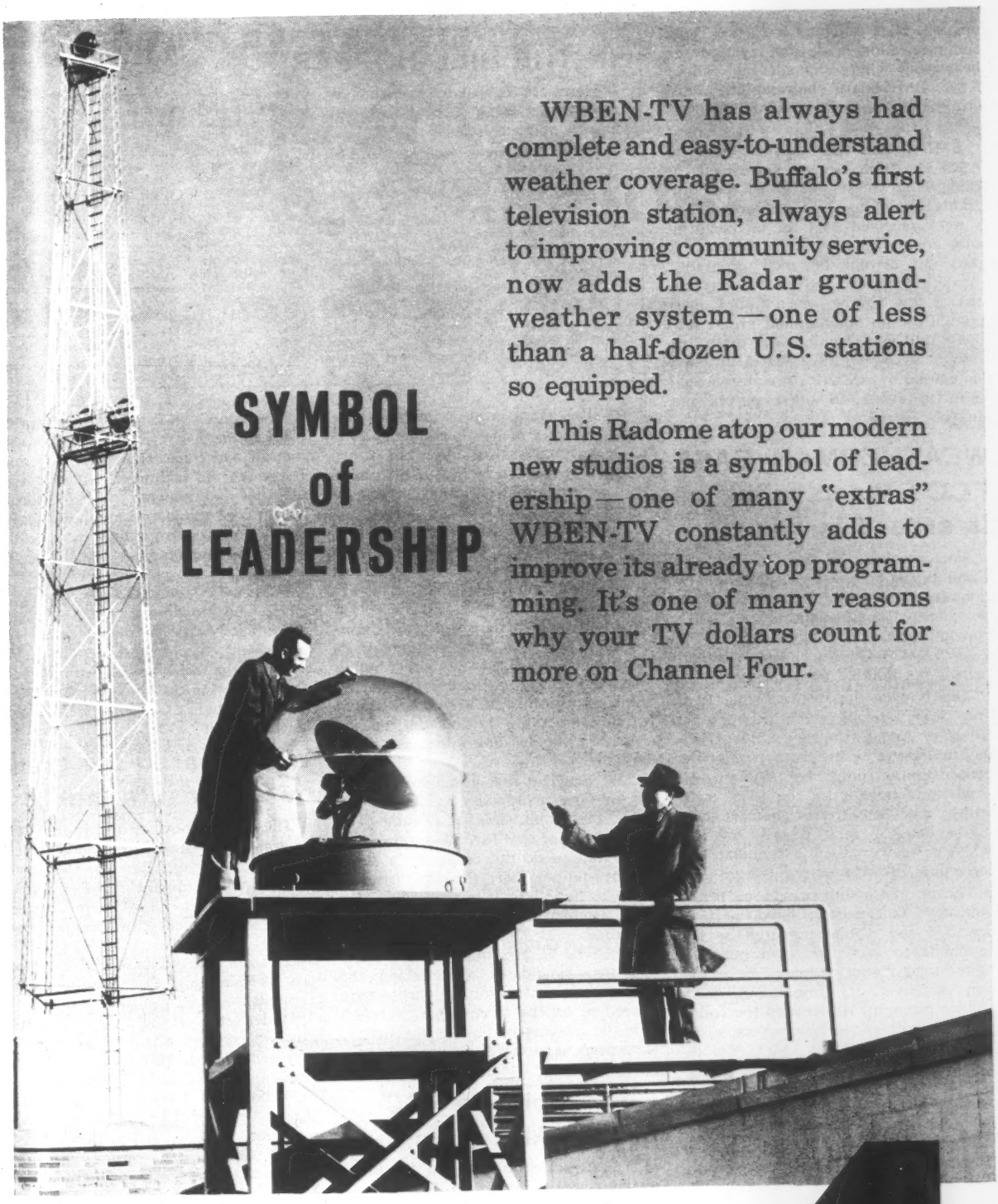
The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives



SYMBOL of LEADERSHIP

WBEN-TV has always had complete and easy-to-understand weather coverage. Buffalo's first television station, always alert to improving community service, now adds the Radar ground-weather system—one of less than a half-dozen U.S. stations so equipped.

This Radome atop our modern new studios is a symbol of leadership—one of many "extras" WBEN-TV constantly adds to improve its already top programming. It's one of many reasons why your TV dollars count for more on Channel Four.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. **4**
CBS in Buffalo

mission, BMI said that a Justice Dept. communication made public in March bears out charges made by Sidney Kaye, BMI board chairman that "discriminatory payments by ASCAP constituted the chief source of payola."

BMI quoted the Justice letter to ASCAP: "that songs performed as background or theme songs on programs appearing two or more times a week received 35% of all performance credits for the total of tv network use. On certain of such programs, theme or background use credits exceeded by almost seven times their normal use on other similar programs." BMI told the commission that "the amount of money involved in the payola caused by ASCAP's practices would seem to dwarf all other payola put together."

WEATHERMAN CASE
FCC's Waco ruling is argued in court

The provision in Sec. 315 of the Communications Act prohibiting stations from "censoring" a candidate's appearance "strongly supports" the FCC's contention that the political opponent of a KWTX-AM-TV Waco, Tex., weatherman is not entitled to equal time.

This is what the Justice Dept., FCC and KWTX told the Fifth Circuit Court of Appeals in New Orleans Friday in arguing against an appeal of the commission's ruling by William H. Brigham, candidate for the Texas legislature. The seat Mr. Brigham is seeking is held by Jack Woods, KWTX-AM-TV weathercaster, a candidate for reelection (BROADCASTING, March 28).

The no censorship provision "firmly indicates" that material involved in a Sec. 315 use is that prepared by the candidate to serve his own purposes rather than matter prepared by a station employe for presentation on a regular program, Justice told the court.

In appealing the commission's declaratory ruling that Mr. Woods' appearances are not a "use," Mr. Brigham maintained that the former's regular news show ". . . constitutes a material advantage to him [Woods] and a material disadvantage to petitioner in their respective political campagns . . . Petitioner . . . will suffer irreparable injury if equal time is not granted him."

The FCC disputed Mr. Brigham's contention that the 1959 "Lar Daly" amendment to Sec. 315 restricts the exemption to cases in which a candidate appears as the subject of a newscast. With the exception of news documentaries, nothing in the bill requires the candidate to appear in any particular role on news shows, the FCC said. Also, the agency argued, the legislative history of last year's amendment shows a clear congressional intent to afford a broad exemption to Sec. 315 to news and informational programs in general rather than merely making narrow exceptions to previous interpretations.

TX Weatherman ■ All three respondents pointed out that Mr. Woods is not even identified by name on his appearances but merely as the "TX Weatherman." "There is not the slightest hint . . . that this weathercaster's appearance involved anything but a bona fide effort to present the news," the commission said. "His employment is not something arising out of the election campaign but, rather, is a regular job."

Mr. Brigham first asked KWTX for "equal time" in January and the station asked the commission for a ruling. The agency replied that Mr. Woods' weather presentations do not constitute a "use" of the station under the 1959 amendment to Sec. 315. It is this ruling that Mr. Brigham, a Waco attorney, has appealed.

Since the Texas primary is May 7 and the two candidates are seeking the Democratic nomination, all parties have agreed to let the three-judge court decide the case on the basis of the written statements. There will be no oral argument in an effort to expedite a ruling.

IN THE HILL HOPPER . . .

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

S 3359. Sen. William Proxmire (D-Wis.)—would require the FCC and other federal agencies to keep a "congressional file" open to public, wherein would be filed all communications (including written summaries or oral communications) from senators and representatives to members or employes of agencies concerning status, disposition or merits of any hearing case. Judiciary Committee. April 11.

HR 11658. Rep. Joe Holt (R-Calif.)—make it a crime to import recorded or taped music for use as background sound for U.S.-made tv shows to be aired on U.S. tv stations or for U.S.-made movies to be shown in theatres if the music performer at the time the music was reproduced was not eligible to enter the U.S. to make such a performance in person. Judiciary Committee. April 7.

HR 11669. Rep. Joel T. Broyhill (R-Va.)—raise the pay of hearing examiners in several government agencies and departments (including the FCC and FTC) from the present $12,770 minimum to $17,500 minimum. Judiciary Committee. April 11.

HR 11704. Rep. John J. McFall (D-Calif.)—allow the Federal Trade Commission to enjoin practices for which it seeks a cease and desist order pending disposal of an FTC complaint. Commerce Committee. April 12.

HR 11717. Rep. Randall S. Harmon (D-Ind.)—same as HR 11704. April 12.

HR 11754. Rep. Frank A. Stubblefield (D-Ky.)—same as HR 11704. April 13.

Court upholds FCC Selma, Ala., ruling

U.S. Court of Appeals in Washington last week upheld an FCC ruling which denied the application of ch. 8 WSLA-TV Selma, Ala., to move its transmitter location nearer Montgomery, Ala., and to build a 2,000-ft. tower.

In a split, 2-1 vote, the court maintained the FCC findings that WSLA-TV was not financially qualified to build the new tower and that the station had not proved that a tower of that height could be safely erected.

The court's decision was written by Circuit Judge David L. Bazelon, for himself and Judge Henry W. Edgerton. Judge Warren E. Burger dissented, stating that he thought the FCC should be required to incorporate in the record all the information it may have on the costs and engineering of a 2,000-ft. tower.

WSLA-TV requested the move in 1955. Objections were raised by Montgomery tv stations and by the U.S. Army and Air Force. The military objected to the tower height. An initial decision favoring the move was rendered in 1956. The FCC's final decision was issued Sept. 8, 1958.

Way cleared for grant as applicants merge

The way is now clear for the FCC to grant a construction permit for ch. 9 in Baton Rouge, La. The two applicants for the channel have informed the FCC that they have reached a merger agreement. Community Broadcasting Co. agrees to withdraw its application and purchase 20% of Modern Broadcasting Co., the remaining applicant.

Under terms of the merger, Community will receive $23,000 for expenses incurred and has an option to purchase "not more than" 20% of Modern.

WDSU-AM-FM-TV New Orleans (Edgar B. Stern Jr., 68.84% owner) is majority owner of Modern Broadcasting Co.

The ch. 9 case was highlighted by a U.S. Court of Appeals reversal of an FCC special temporary authorization to ch. 28 WABF-TV Baton Rouge, to operate temporarily on ch. 9 pending the outcome of the two-party comparative hearing (BROADCASTING, Feb. 15). The decision is considered a landmark ruling on the matter of temporary authorizations, superseding previous court decisions which upheld the FCC's authority.

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

KINTNER: FEWER BAD ADS NOW

FTC head says self-regulation is a reason

The Federal Trade Commission is encountering fewer objectionable claims in national advertising, Earl W. Kintner, chairman of the FTC, said last week.

Mr. Kintner, speaking last Monday to the Baltimore Academy of Television Arts & Sciences, said that several factors were contributing to this improvement.

"Call it self-discipline, self-interest or just plain caution," Mr. Kintner said, "one or another is having effect on advertisers themselves."

Other factors that have aided in this result, Mr. Kintner said, were the combined efforts of media to reject questionable advertising.

"With reputations for integrity to maintain," Mr. Kintner stated, "the media—all of the responsible media—turn down a tremendous amount of revenue rather than carry sleezy ads that would gyp their listeners or their readers and offend their better advertisers."

In addition, the FTC chairman said, competitors now know where to lodge a complaint (with the FTC), and business in general is getting educated on the subject by their trade associations and industry organizations.

The FTC's own efforts are also a factor contributing to improvement in advertising, Mr. Kintner said.

Other highlights of Mr. Kintner's speech:

■ The trade commission is not going into the business of previewing advertising before publication or use on the air. It does not have the manpower or the money. Such a move would be an abdication of the advertiser's responsibility for self-policing. The issuance of formal complaints are necessary to ensure that cease and desist orders remain in force in perpetuity. Violators are subject to fines up to $5,000 per day.

■ Any hope that the FTC will become less aggressive in its policing of advertising is erroneous. Monitoring activities now cover not only radio and tv commercials but also advertising in newspapers and magazines (BROADCASTING, March 28).

■ The rule for tv advertising is very simple. The FTC will question any "substantive" claim that goes to the merits of the product—or of the competing product if used for comparison. If an advertisement gives to a product material virtues that it lacks or falsely disparages a competing product, then the ad is deceptive.

"On the other hand," Mr. Kintner observed, "simply to present a product's virtues in their most favorable light would not be objectionable . . ."

FTC gets two payola consent judgments

Two more consent judgments on payola complaints were announced by the Federal Trade Commission last week—swelling the number of settlements to 21.

Agreeing to consent decrees were Duke Records, Houston, Tex., and Marmel Distributing Co., Philadelphia. Both were charged last December with making payola to radio and tv disc jockeys. The consent agreements require that the public must be informed when a record is played over the air for which the station employe received any signficant consideration.

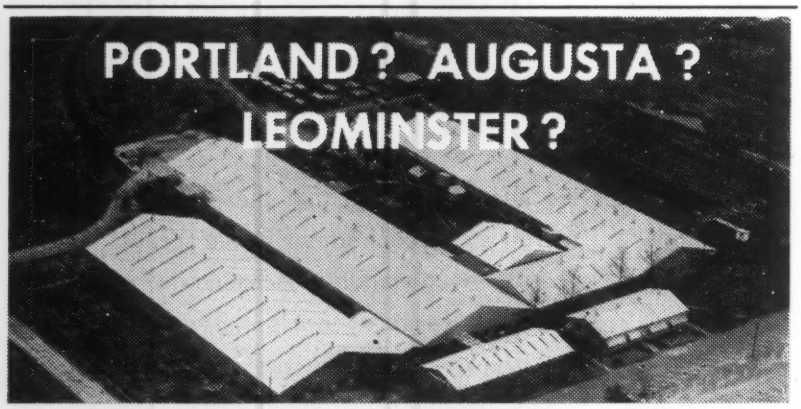
Meanwhile, three record companies filed denials of payola complaints with the FTC. The trade commission has issued 69 complaints, charging record companies and distributors with illegally paying radio-tv disc jockeys to "expose" records on the air.

Robert's Record Distributing Co., St. Louis, challenged the March 2 FTC complaint on the ground there was nothing illegal about the under-the-counter payoffs. It asserted it was compelled to distribute payola in order to get its records played by disc jockeys and that it was impossible to compete without making payments.

The disbursement of payola, Robert's declared, "is not unlike the giving of Christmas presents, the buying of gratuities, the dining and wining of customers and the other grand array of good will and fine-fellowship practices which have permeated every scene and every scale of American modern day business whether it be the sale of missiles, automobiles, pianos or toothpicks. . . ."

Robert's said it would be glad to joint a nationwide cease and desist order if the FTC could enforce it.

The other two companies denying making illegal payola payments were Ace Record Co.-Record Sales Inc., Jackson, Miss., and Chess Record Corp.-Argo Record Co.-Checker Record Co., Chicago.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,589,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Selig Manufacturing Co., Monroe, Louisiana. Manufacturers of quality upholstered furniture.

TV SPOT REP BAN
FCC stands pat on network rep order

CBS-TV and NBC-TV must get out of the general tv spot representation business, the FCC said last week for the second time in refusing to set aside its order last fall (BROADCASTING, Oct. 12, 1959). In denying petitions for reconsideration filed by NBC and four of the stations it represents, the commission repeated its earlier ruling that spot sale representation by the networks gives them the power to curb competition and creates an inherent conflict of interest.

The FCC said that generally the arguments presented by the petitioners already had been considered by the agency. An alternate proposal by NBC that such representation be prohibited only when a network threatens to withhold affiliation would not be workable administratively and would not adequately protect the public interest.

Divorcement of networks from station spot representation was recommended in the FCC's Barrow Report 2½ years ago. The ruling prohibits networks from represented affiliated stations, other than network-owned outlets. CBS and NBC were given until Dec. 31, 1961, to comply. ABC gave up spot representation in 1952. Radio representation is not affected.

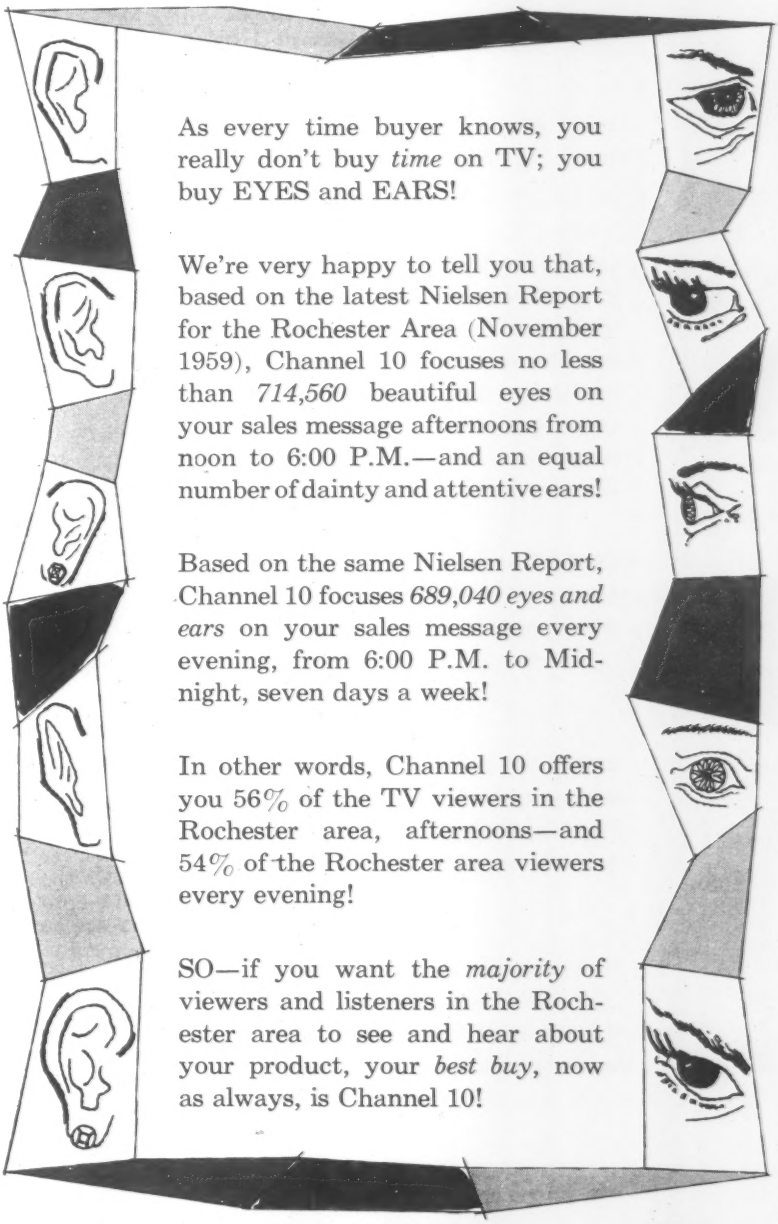
CBS did not appeal the commission order and has said it will comply, which means giving up representation of seven stations. One (KHOU-TV Houston), will leave CBS Spot Sales in September in favor of H-R.

NBC, on the other hand, said last fall that it would seek relief in the courts if the commission denied its appeal. A spokesman said last Thursday (April 14) that the network still intends to petition the courts for review of the FCC order. NBC represents six stations and joining in the appeal to the commission were KOA-TV Denver, WRGB (TV) Schenectady, N.Y., KSD-TV St. Louis and WAVE-TV Louisville.

USIA budget cut

The House last week voted to cut the U.S. Information Agency budget to $116.9 million, $1.2 million less than 1960, and $6.8 million less than requested. Earlier the House Appropriations Committee had recommended that USIA use its personnel more efficiently. The committee granted $8.74 million of the $9.2 million request for construction of a high-power short wave station in Liberia to serve Africa and the Middle East.

For SALE
714,560 EYES and EARS
In the Rich Rochester Area !



As every time buyer knows, you really don't buy *time* on TV; you buy EYES and EARS!

We're very happy to tell you that, based on the latest Nielsen Report for the Rochester Area (November 1959), Channel 10 focuses no less than *714,560* beautiful eyes on your sales message afternoons from noon to 6:00 P.M.—and an equal number of dainty and attentive ears!

Based on the same Nielsen Report, Channel 10 focuses *689,040 eyes and ears* on your sales message every evening, from 6:00 P.M. to Midnight, seven days a week!

In other words, Channel 10 offers you 56% of the TV viewers in the Rochester area, afternoons—and 54% of the Rochester area viewers every evening!

SO—if you want the *majority* of viewers and listeners in the Rochester area to see and hear about your product, your *best buy*, now as always, is Channel 10!

CHANNEL 10
ROCHESTER, N.Y.

CBS BASIC (WVET-TV • WHEC-TV) ABC AFFILIATE

THE BOLLING CO., INC. NATIONAL REPRESENTATIVES EVERETT-McKINNEY, INC.

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is NO. 1 in adult listenership, per 100 homes, throughout the entire 24-hour broadcast day! And Pardner, WSUN delivers these adults at the lowest CPM, between 6 a.m. and 6 p.m., of any station in the heart of Florida!**

* Pulse, 11-'59
** SRDS 1-'60

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

INFLUENCE IN ST. LOUIS?

More arguments in ch. 2 case are filed

Hearing Examiner Horace Stern's initial decision in the St. Louis-Springfield, Ill., ch. 2 deintermixture case is "contrary to the weight of the evidence and incomplete," FCC general counsel's office said last week.

In exceptions to the examiner's decision (BROADCASTING, March 14), FCC Associate General Counsel Edgar W. Holtz said Signal Hill Telecasting Corp., which now operates KTVI (TV) on ch. 2 in St. Louis, should be given a comparative demerit in any further proceedings because of the *ex parte* activities of Harry Tenenbaum, its president.

Signal Hill and ABC both maintained that there was nothing improper in Mr. Tenenbaum's contacts with commissioners and that the FCC's shift of ch. 2 from Springfield and subsequent assignment to KTVI were within its legal bounds.

Judge Stern had ruled that the shift of ch. 2 was "voidable" because of Mr. Tenenbaum's activities but that no party should be disqualified from further proceedings or receive a comparative demerit. The form and nature of future commission consideration of the case was left up to the agency by the examiner. The case had been returned to the FCC by the courts because of testimony in Congress on the *ex parte* contacts.

Sangamon Valley Tv Corp., lone remaining applicant for ch. 2 in Springfield, would go even a step beyond Mr. Holtz's recommendation. Sangamon said that the initial decision "has made it clear that ch. 2 now is allocated to Springfield\. . ." and that Signal Hill should be disqualified from receiving any future consideration for ch. 2.

An opposite view was taken by operating ch. 20, WICS-TV Springfield. It maintained that ch. 2 has been deleted from the Illinois capital city and that Sangamon now has no legal interest in what use is made of the facility.

Four Exceptions ■ On behalf of the commission, Mr. Holtz took four exceptions to the initial decision. He said the examiner's characterizations of Mr. Tenenbaum's contacts with commissioners as "casual" and "offhand" are not in line with the facts. "The record clearly indicates that Mr. Tenenbaum made a persistent and concentrated effort to cultivate a personal and social relationship with the individual commissioners," Mr. Holtz said.

He maintained that these contacts were always made privately and never intended to be made known or revealed to the other parties. The examiner erred, the FCC counsel said, in implying that Mr. Tenenbaum's conduct was generally acceptable and approved by the industry and in that he did not point out that most officials and parties felt the proposed channel shift was "so adversary in nature as to forbid private communications of the type made by Mr. Tenenbaum." Signing the FCC brief, in addition to Mr. Holtz, were attorneys James Brennan and Joel Rosenbloom.

A Rulemaking Proceeding ■ Both Signal Hill and ABC, which is affiliated with KTVI, maintained that the case was a rulemaking proceeding and that off-the-record presentations were both perfectly proper and accepted. KTVI said that the only period requiring scrutiny was from June 26, 1956 (when the FCC instituted rulemaking to shift ch. 2 to St. Louis), to Feb. 26, 1957 (when the action was finalized and KTVI was given temporary authority, in a separate proceeding, to shift from ch. 36 to ch. 2).

The examiner erred in finding that the shift of ch. 2 to St. Louis is "voidable" because of Mr. Tenenbaum's activities, Signal Hill said. During the pendency of the rulemaking, the station maintained, Mr. Tenenbaum's presentations related solely to collateral issues—none of which would require reconsideration of the reallocation.

There is no reason why the commission cannot reaffirm its decision without reopening the record, KTVI said. KTVI filed a total of 22 exceptions to the initial decision, most dealing with inclusion of Sangamon proposed findings, which KTVI maintained were "argumentative."

ABC said that the FCC should reaffirm forthwith its shift of ch. 2 because the *ex parte* contacts in no way affected the St. Louis assignment. The network pointed out that rulemaking activities come under the Administrative Procedures Act with no guarantee that all parties will have an opportunity to submit comments on all views expressed.

ABC said it "seriously questions" whether Mr. Tenenbaum's approaches were illegal or improper. "To hold otherwise would, as a practical matter, largely nullify the right to petition for the repeal, issuance or modification of a rule. . . ."

Sangamon's Views ■ Sangamon charged that the hearing examiner did not carry out the mandate of the court, which ordered the case returned to the FCC ". . . to determine the nature and

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Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

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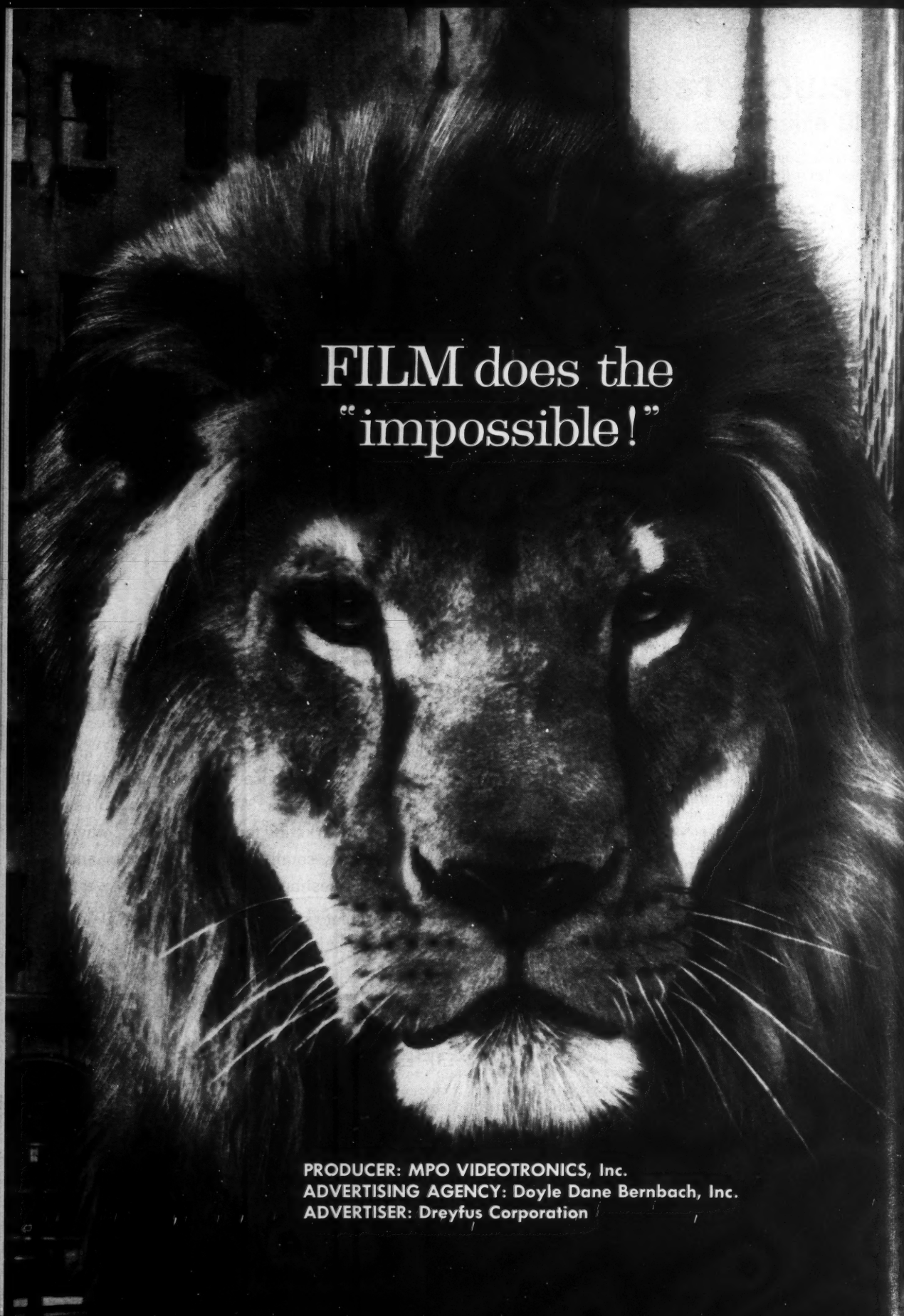
SPECIAL SERVICES



PRODUCER: MPO VIDEOTRONICS, Inc.
ADVERTISING AGENCY: Doyle Dane Bernbach, Inc.
ADVERTISER: Dreyfus Corporation

That's how it happens that you and millions of other viewers can see (and remember)—the lion strolling Wall Street.

Same with so many other commercials, some rich with optical effects . . . others, live with animation! As a matter of fact, it's film that makes both high-polish commercials and animation possible . . . assures you of coverage and penetration world-over.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
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East Coast Division
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Midwest Division
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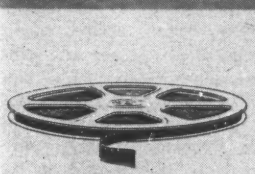
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.



course of all *ex parte* pleas and other approaches. . . ." Judge Stern erred in rejecting as irrelevant many activities of Mr. Tenenbaum which did not involve his own direct contacts with the FCC, Sangamon said.

The commission's reasons for deleting ch. 2 from Springfield have proven "vain," Sangamon said, with only one uhf station operating in the city three years after the action. Springfield is not deintermixed, Sangamon stated, because ch. 3 WCIA (TV) Champaign, Ill., "saturates" Springfield. After listing 17 exceptions to the Stern decision, Sangamon said that it should be granted ch. 2 in Springfield or, in the alternative, new rule-making proceedings should be instituted.

WICS-TV, in direct contrast with the views of Sangamon, said that developments since the shift of ch. 2 "have fully supported the wisdom of the commission's actions." WICS-TV said that central Illinois now has eight tv stations—instead of the three which probably would be operating if ch. 2 and ch. 8 Peoria had not been deleted.

The Long History ■ The present case dates back to June 1956 when the commission, as one of 13 deintermixture proposals, invited comments on rule-making to shift ch. 2 to St. Louis and move ch. 39 into Springfield. In October, this was amended to specify that KTVI's ch. 36 be moved into the Illinois city instead of ch. 39.

Following a comparative hearing between Sangamon and WMAY Springfield, ch. 2 was granted to WMAY in June 1956 with the provision that the permittee could not start construction until the rulemaking proceeding had been finalized. In March of the following year, the commission terminated the proceeding by shifting ch. 2 to St. Louis, ch. 36 to Springfield and, in a separate action, gave KTVI temporary authority to operate on ch. 2.

Sangamon appealed to the circuit court and, when denied there, secured a hearing before the U.S. Supreme Court on the question of equal distribution of tv facilities. During the summer of 1958, the activities of Mr. Tenenbaum were disclosed by the House Legislative Oversight Committee and the Supreme Court, in October of that year, then returned the case to the appeals court because of the *ex parte* contacts.

On May 8, 1959, the lower court vacated the FCC's reallocation of ch. 2 to St. Louis and ordered that agency to take further action to consider the *ex parte* allegations. The first proposal to delete ch. 2 from Springfield was made by WICS-TV.

NBC sales to Justice

NBC has officially informed Dept. of Justice of its multiple radio-tv station sales and purchase plans. Information was submitted in line with last year's Philadelphia federal court consent decree which gives Justice officials right to object to any changes in NBC station ownership in top markets.

Justice has 30 days to consider NBC-RKO General Philadelphia-Boston exchanges and network's $7.5 million purchase of KTVU (TV) San Francisco-Oakland. If government feels transfers run afoul of antitrust decree it can ask court to rule. Consent judgment arose out of 1955 NBC-Westinghouse swap of NBC's Cleveland stations for Westinghouse's Philadelphia outlets. Westinghouse also received $3 million in deal.

NBC is exchanging its WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV and WRKO (FM) Boston. It is also selling its WRC-AM-FM-TV Washington to RKO General for $11.5 million, but this does not have to clear Justice Dept.

House unit okays $2 million uhf study

The FCC's proposed uhf study passed its first hurdle last week when the House Independent Offices Appropriations Subcommittee approved $2 million for the project. The committee granted $250,000 less than the FCC asked for and stipulated that the $2 million would be available for the project until June 30, 1962.

The study (called by Commissioner Robert E. Lee the most important item to appear in a commission budget in years) will try to determine if uhf can work in the biggest market in America, New York. The commission originally earmarked $1.15 million for the construction of two uhf stations of a million watts power with the remainder of the proposed $2.25 million spread among development and engineering project reports BROADCASTING, Feb. 8).

The total budget for the FCC recommended by the committee (HR 11776) was $12.935 million. This raised the agency's total appropriations to $2.385 million more than last year but provided $565,000 less than asked for. The committee granted $10.55 million for FCC salaries, lopping off $385,000. It will allow the FCC to fill 31 new positions, half that requested.

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

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EXCLUSIVE NATIONAL REPRESENTATIVES

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings 1

FCC grants two tv's, six translators

The FCC last week granted two new tv stations and six new translators.

Construction permits were granted to Santa Fe Telecasting Co. for ch. 11 in Santa Fe, N.M., and to Electron Corp., for ch. 11 in Grand Island, Neb.

Grants for three new translators were made to Miami Translator System Inc., Miami, Tex., for translator stations on chs. 72, 78, 82 to translate programs of Amarillo stations KGNC-TV, KVII (TV) and KFDA-TV.

The other three new translators were granted to Windom Area Television Inc., Windom, Minn., for tv translator stations on chs. 70, 77, 83 to translate programs of WCCO-TV and KSTP-TV both Minneapolis, and KELO-TV Sioux Falls, S.D.

Antitrust dates set

U.S. District Court Judge William B. Herlands has set April 21 as the date for the filing of briefs and for summations in the antitrust suit against Screen Gems, Universal Pictures and Columbia Pictures. The trial began in New York on March 14 (BROADCASTING, March 21).

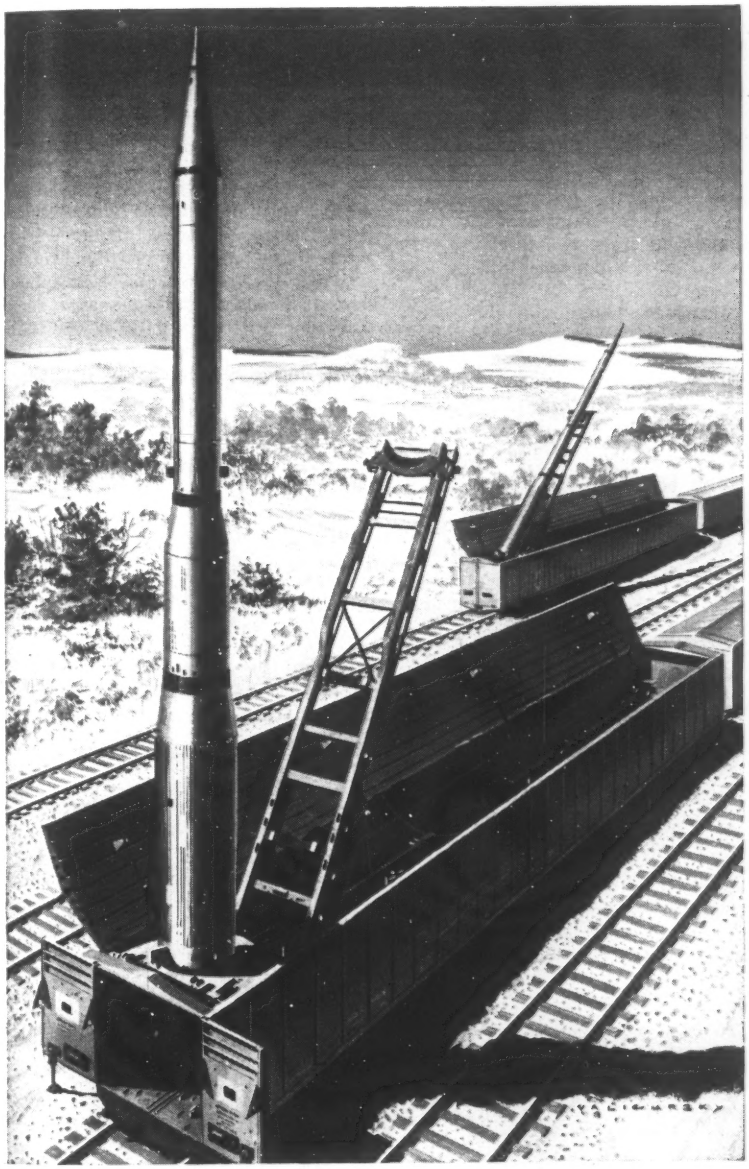
The government contended during the trial that the acquisition by Screen Gems of the distribution rights to the pre-1948 library of Universal contravened sections of the antitrust laws because it lessened competition in the field. (Screen Gems is a subsidiary of Columbia Pictures.) Counsel for the defense, through various witnesses, countered that the agreement did not result in a lessening of competition.

Old plan revived

William Benton, a former U.S. Senator from Connecticut, bobbed up last week with his national citizens advisory board for radio-tv proposal he helped introduce in the Senate nine years ago. (It got a three-day hearing and then was tabled in committee). Mr. Benton, now *Encylopaedia Britannica's* publisher, saw the board as a means for helping to solve "thorny" tv problems such as educational tv's development and the lack of intellectual and cultural programming. During his Senate career, Mr. Benton was a strong supporter of etv and led its cause nationally.

The Benton proposal envisions a presidentially-appointed board of private citizen leaders to advise the chief executive, Congress, the FCC and the public on national broadcast policy, and to act as radio-tv's "conscience" by operating as a "publex," which Mr. Benton coined as the name of "a new rating system."

New "hide-and-seek" missile bases on rails



A time-tested principle of warfare—swift maneuverability—is the railroads' newest contribution to the Missile Age.

Mobile launching pads on wheels will be able to fire missiles of intercontinental range from almost any point along the nation's 220,000 miles of railroad line. Most importantly, the mobility of these bases protects against enemy detection and destruction.

This development, announced by the Department of Defense, underscores once again how the needs of the nation are met by the railroads—the backbone of our transportation system in war and peace.

And it's one more reason why the health of the railroads must be assured through enlightened public policies, providing for equal treatment with competing forms of transportation. America's railroads—lifeline of the nation—are the main line to your future.

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IN THE GOOD OLD SUMMERTIME

The emphasis will be on re-runs in summer tv schedules

It's a good summer for film residuals. Better than half of all the nighttime half-hours on any given network are re-runs, and if you look at it in whole-show units the balance is heavier for the old shows, 82 of 110 programs making some use of what's been seen before.

At least one program department is still trying to decide which re-runs to re-run in some vacant slots.

Schedules by now are fairly firm with a few last-minute announcements slated for this week. The re-run season broke as early as March (the *Maverick* and *Cheyenne* hours on ABC-TV picking up impetus this month and next and settling into a pattern from June through September).

There are some oases. Half a dozen shows are having their first time out this summer on NBC-TV and others are a mixture of some old, some new. CBS has a new entry, *Diagnosis Homicide*, in the final hour of the Tuesday lineup with Ed Sullivan and the panel shows carrying on the live tradition. The newest thing on ABC-TV's bill is *Music for a Summer Night*, successor to *Music for a Spring Night*, which got underway in March.

Summer Sales ■ Whereas some of NBC-TV's starters have been sold, most notably to such 52 week standbys as Kraft and Chevrolet, neither *Diagnosis* nor *Music* as yet has a backer. CBS-TV does have another sponsored half-hour which qualifies as "new," the still untitled pre-election series which Westinghouse signed for long ago. Standbys with a new edition each week on ABC-TV are *Dodge Dancing Party, Jubilee, Ted Mack, Dick Clark,* and the *Wednesday Night Fights.*

Politics, in fact, may provide the hot-weather high point for viewers who saw everything the first time around. Chunks of programming will give way to election coverage two weeks in July when the parties convene in Los Angeles and Chicago. Only CBS-TV has the package to date, with the multi-million Westinghouse convention election deal.

The coming Civil War and situation comedy deluge is foreshadowed in Kraft's replacements for Perry Como in the middle of the Wednesday night lineup on NBC-TV. *Happy* is a gunfighter who lost an arm in the Civil War. Chevrolet's Sunday night hour will be in the mystery category as the *Suspense* title implies, featuring name writers, but will avoid violence, according to Executive Producer Henry Jaffe.

Debuts ■ NBC-TV's *Music on Ice*, in the Sunday 8-9 p.m. period picks up the theme of one of last summer's successful specials. U.S. Brewers Foundation (through J. Walter Thompson) put on an hour ice-skating show last June and liked it so well the brewers will program another one June 2. NBC-TV, tracking a national trend to rink skating, fashioned a series around it. Although the brewers are not involved in this new series, still unsold, they are buying another sport show, an Esther Williams acquacade, in the NBC-TV series of specials replacing the Plymouth-Steve Allen show Monday nights, 10-11 p.m. Other editions of the Monday summer specials will be a combination of re-runs of last season's specials and new hours. NBC-TV is filling the hole left by the departing Gillette fights in the end hour Fridays with a new suspense show, *Moment of Fear*, originating in New York and to be produced by Robert Stevens.

Tv editors of newspapers are loudly criticizing the re-run season as will an occasional agencyman or advertiser. Still, in most cases the re-run represents a sponsor's considered judgment in the context of a 52-week contract. And for the network it means a lot less peddling to fill the old-time "Summer Hiatus."

Network fare for the hot weather months ahead

■ Film sales

Home Run Derby (Ziv-United Artists TV)

Sold to Studebaker Lark Dealers, Allegheny County, on KDKA-TV Pittsburgh; Galles Motor Co. on KOAT-TV Albuquerque; Armor & Co. on KXLY-TV Spokane; Foremost Dairies on KFDM-TV Beaumont, Tex., and Household Finance of Holyoke, Mass., in Boston. Station sales include: KPTV (TV) Portland, Ore.; WDBJ-TV Roanoke, Va.; WJTV (TV) Jackson, Miss.; and WCTV (TV) Tallahassee, Fla.

Now in **121** markets.

Almanac (Official Films)

Sold to WGN-TV Chicago; WOW-TV Omaha; KTSM-TV El Paso; KOB-TV Albuquerque, and WAFB-TV Baton Rouge, La.

Now in **53** markets.

Johnny Midnight (MCA-TV)

Sold to Chef Milani Foods for one California market; Roth Packing Co. for Illinois; Wultex Clothing Co. for upstate New York; Armour Meat Co. for Oregon; Cosby-Hodges Milling Co. and Golden Flake Inc. for Alabama; Armour & Co. and Liggett & Myers Tobacco Co. for North Carolina; Childs Big Chain Foods for Texas; R.J. Reynolds Tobacco Co. for Georgia, and Amoco Gasoline for Louisiana and North Carolina.

Now in over **140** markets.

Shotgun Slade (MCA-TV)

Sold to Amoco Gasoline for three markets in Tennessee and Georgia; R. J. Reynolds Tobacco Co. (Wm. Esty) for one Wisconsin market, and Blue Plate Foods (Fitzgerald Adv., New Orleans) for Kentucky.

Now in almost **200** markets

Coronado 9 (MCA-TV)

Sold to Amoco Gasoline for one Kentucky market and R.J. Reynolds Tobacco (Wm. Esty), for Georgia.

Now in over **130** markets.

Interpol Calling (Independent Television)

Sold to Commonwealth Edison Co. (Leo Burnett) on WGN-TV Chicago; Piel's Beer (Young & Rubicam) on WPIX (TV) New York; Pfeiffer Brewing Co. (Maxon) for Detroit and Grand Rapids-Kalamazoo; Krey Packing Co. (D'Arcy) for St. Louis; Miller High Life Beer and Pine Crest Realty Co. for Miami; First Federal Savings & Loan Assn. for Orlando, Fla.; Sealy Mattress for Pittsburgh and Renault automobiles for San Francisco.

Now in **83** markets.

Secret Life of Adolf Hitler (WPIX [TV] New York)

Sold to WNBQ (TV) Chicago; KTVU (TV) Oakland-San Francisco; WTMJ-TV Milwaukee; KHOU-TV Houston; WPRO-TV Providence; KSL-TV Salt Lake City; KTVK (TV) Phoenix, and KFJZ-TV Fort Worth.

Now in **28** markets.

*Re-Runs Dates in brackets are starting and ending date of summer run. Part.—Participating sponsors. †Originals and Re-Runs

		7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
SUNDAY	ABC	MAVERICK* [3/30-9/21] Kaiser, Drackett		LAWMAN* [7/10-9/25] Reynolds, Whitehall	REBEL* [6/26-9/25] L&M, P&G	ALASKANS* [6/19-9/25] Part.		STACCATO*
	CBS	DENNIS* Kellogg, Best Food	ED SULLIVAN Kodak, Colgate-Palmolive		GE THEATRE* General Electric	HITCHCOCK* Bristol-Myers	TBA	WHAT'S MY LINE Kellogg, Sunbeam
	NBC	OVERLAND TRAIL* [6/12-9/4] Part. (starts 7 p.m.)	MUSIC ON ICE [5/8-9/4]		CHEVY SUSPENSE SHOW [7/3-9/25] Chevrolet		LORETTA YOUNG* [6/26-9/11] Toni, Warner-Lambert	STATION TIME
MONDAY	ABC	CHEYENNE* [3/21-9/12] Part.		BOURBON ST. BEAT* [7/11-9/26] Part.		ADVENTURES IN PARADISE* [5/16 or 23-9/26] Part.		AMATEUR HOUR [Thru 9/26] Pharmaceuticals
	CBS	KATE SMITH† Whitehall	THE TEXAN* B&W, Allstate	FATHER KNOWS BEST* Lever, Scott	General Mills	General Mills	HENNESEY* P. Lorillard, General Foods	JUNE ALLYSON SHOW* Du Pont
	NBC	RIVERBOAT* [4/25-9/12] Part.		TALES OF WELLS FARGO* [6/26-8/29] Amer. Tobacco, P&G	PETER GUNN* [6/20-8/29] Bristol-Myers, R. J. Reynolds	ALCOA/GOODYEAR THE'RE* [6/27-9/19] Alcoa, Goodyear	SPECIALS† [6/13-9/12]	
TUESDAY	ABC	SUGARFOOT/BRONCO* [6/21-9/6] Part.		WYATT EARP* [6/14-9/6] General Mills, P&G	RIFLEMAN* [6/28-9/20] P&G, Ralston, Miles	COLT .45* [6/28-9/27] B&W, Whitehall	ALCOA PRESENTS* Alum. Co. of Amer.	STATION TIME [after 5/3]
	CBS	STATION TIME	DENNIS O'KEEFE SHOW* Oldsmobile	DOBIE GILLIS* Philip Morris, Pillsbury	TIGHTROPE* Pharmaceuticals, Amer.Tob.	TBA* Pet Milk, S. C. Johnson	DIAGNOSIS HOMICIDE	
	NBC	LARAMIE* [4/29-9/16] Part.		WICHITA TOWN* [7/5-9/6]	RICHARD DIAMOND* [7/5-9/6] P. Lorillard	ARTHUR MURRAY* [6/28-9/20] Sterling	M-SQUAD* [6/28-9/13] American Tobacco	STATION TIME
WEDNESDAY	ABC	MUSIC FOR A SUMMER NIGHT		OZZIE & HARRIET* [6/22-9/21] Eastman, Quaker Oats	HAWAIIAN EYE* [7/13-10/5] Part.		WEDNESDAY FIGHTS [until 9/28] Miles, B&W	
	CBS	TBA	TBA	MEN INTO SPACE* American Tobacco	THE MILLIONAIRE Colgate-Palmolive	I'VE GOT A SECRET R. J. Reynolds, Bristol-Myers	ARMSTRONG CIRCLE THEATRE/U. S. STEEL HOUR† Armstrong Cork, U. S. Steel	
	NBC	WAGON TRAIN* [6/29-9/21] Part.		PRICE IS RIGHT [Continuing] Lever, Speidel	HAPPY [6/8-9/21] Kraft	TATE [6/8-9/21] Kraft	THIS IS YOUR LIFE* [6/29-9/21] P&G	PEOPLE ARE FUNNY* [4/13-8/31] Block Drug, Sterling
THURSDAY	ABC	STEVE CANYON*	DONNA REED* [6/30-9/22] Campbell, Johnson & Johnson	REAL McCOYS* [4/21-9/22] P&G	JEANNIE CARSON* [6/30-9/22] P&G	UNTOUCHABLES* [5/5-10/6] Part.		TAKE A GOOD LOOK [due to end 7/14] Consolidated Cigars
	CBS	TBA*	BETTY HUTTON SHOW* General Foods	JOHNNY RINGO* S. C. Johnson, P. Lorillard	ZANE GREY THEATRE* S. C. Johnson, General Foods	MARKHAM* Schlitz, Renault	TO TELL THE TRUTH R. J. Reynolds, Helene Curtis	TBA*
	NBC	LAW OF THE PLAINSMAN* [5/12-9/22]	BAT MASTERSON* [6/30-9/22] Sealtest	PRODUCERS' CHOICE* [3/31-9/1] R. J. Reynolds, Bristol-Myers	BACHELOR FATHER* [7/7-9/22] American Tobacco, Whitehall	ERNIE FORD SHOW [Ends 6/23] Ford Motor	YOU BET YOUR LIFE* [6/23-9/15] Pharmaceuticals Inc.	STATION TIME
FRIDAY	ABC	WALT DISNEY PRESENTS* [4/8-9/23] Part.		MAN FROM BLACK HAWK* [5/27-9/30] Miles, Reynolds	77 SUNSET STRIP* [7/15-10/7] Part.		DETECTIVES* [5/27-10/7] P&G	STATION TIME
	CBS	RAWHIDE* Part.		HOTEL DE PAREE* Carter, Liggett & Myers	I LOVE LUCY* Westinghouse	(CAMPAIGN SERIES) Westinghouse	TWILIGHT ZONE* General Foods, K-C	PERSON TO PERSON Allstate, Carter Products
	NBC	PLAY YOUR HUNCH [4/15-9/?]	HEAD OF THE CLASS [6/24-9/?]	CIMARRON CITY* [6/10-9/9]		MASQUERADE PARTY [Continues through 9/2] Part.	MOMENT OF FEAR [7/1-9/2]	
SATURDAY	ABC	DICK CLARK Beech-Nut	HIGH ROAD* [6/24-8/27] Ralston	LEAVE IT TO BEAVER* [7/2-9/24] Ralston	DODGE DANCING PARTY Dodge		JUBILEE U.S.A. [ends 9/24] Massey-Ferguson, Part.	
	CBS	PERRY MASON* Part.		WANTED DEAD OR ALIVE* Brown & Williamson, K-C	MR. LUCKY* Lever, Brown & Williamson	HAVE-GUN, WILL TRAVEL* Lever, American Home Prod.	GUNSMOKE* Liggett & Myer, Rem. Rand	STATION TIME
	NBC	BONANZA* [6/7-9/3] Part.		MAN AND THE CHALLENGE* [6/11-9/3] Chemstrand, R. J. Reynolds	THE DEPUTY* [6/18-9/17] Kellogg, General Cigar	PROJECT 20* [7/16-9/17]		MAN FROM INTERPOL [Continues through 9/17] Sterling

*Re-Runs Dates in brackets are starting and ending date of summer run. Part.—Participating sponsors. †Originals and Re-Runs

FALL LINEUP
Tv network sponsors make late revisions

While the television networks were hammering their summer program schedules into shape (see page 82), a spurt of 1960-61 business last week produced wholesale revisions in their new fall lineups.

Alberto-Culver, Rexall, P. Lorillard, Reynolds Tobacco, Reynolds Metals, Procter & Gable, Sterling Drug, Chevrolet, Bristol-Myers, Lever Bros., State Farm Mutual Insurance and S.C. Johnson were among the advertisers reported signed or near signing during the week for nighttime network programs next fall.

The resultant shuffling and firming were accompanied by other changes by which the networks hoped to strengthen their 1960-61 schedules further, leaving the lineups reported only a week earlier (BROADCASTING, April 11) outdated in many respects. Changes had been expected, however, and the word again last week was that more were sure to come.

Here, by network, are the changes reported as of last Thursday in the nighttime schedules announced April 3 by ABC-TV and NBC-TV and in those elements of the CBS-TV lineup which had been unofficially identified (all times are New York time):

ABC-TV ■ *Fred MacMurray Show*, probably with Chevrolet sponsorship, was reported likely to go into the Thursday 9-9:30 period which had been tentatively reserved for *Down Home*. A Warner Bros. anthology was being considered for 10:30-11 on Thursdays instead of *The Yank*. *Room For One More*, a situation comedy, was in the running for 7:30-8 Fridays, and *The Law and Mr. Jones*, a drama with Procter & Gamble set for sponsorship, was being substituted for an anthology at 10:30-11 the same night. *The Dick Clark Show*, originally planned for Friday at 7:30, was rescheduled at 7-7:30 Saturday. Though no program change was involved, Reynolds Metals buttoned up *Harrigan and Son* in the Friday 8-8:30 period.

CBS-TV ■ Unconfirmed reports said the Sunday evening schedule probably would open at 6 p.m. with *To Tell the Truth* or *Person to Person*, followed by *20th Century* at 6:30-7:30. Bristol-Myers was said to be buying *Candid Camera* for 10-10:30 Sunday. Also for Sunday, CBS announced that Lever Bros. and State Farm Mutual Insurance would sponsor Jack Benny in his originally scheduled 9:30-10 period.

The Weir Brothers and *For Pete's Sake*, a pair of situation comedies, were being aimed for Mondays at 7:30 and 8, respectively. For Tuesdays, *Dobie Gillis* was moved into 8:30-9 replacing Tom Ewell, who was rescheduled at 9-9:30. For Wednesdays, *Aquanaut*, adventure drama, was pegged for 7:30-8:30 and some thought reportedly was being given to moving the *601 Park Ave.* detective-story hour to make way for two as yet undetermined half-hours between 8:30 and 9:30. *I've Got a Secret* was installed at 9:30-10 on Wednesdays.

For Thursday, the choice for 7:30-8:30 was said to be between *Checkmate* and *601 Park Avenue*; S.C. Johnson and Lorillard signed for *Zane Grey* at 8:30-9; *Angel*, a comedy for which General Foods signed some time ago, was inserted at 9-9:30, Ann Sothern was reported under consideration for 9:30-10 and *Twilight Zone* (perhaps with Orson Welles) or *Dr. Kildare* for 10-10:30.

For Fridays, *Route 66*, an adventure story with Chevrolet reportedly set as part sponsor, was being considered for 8:30-9:30. And although these were not certain, Westinghouse's campaign-and-election roundup were said to be tentatively set for 9:30-10 and *Twilight Zone*, if it doesn't go in to the Thursday night spot, for 10-10:30 Fridays.

NBC-TV ■ A live drama series starring Shirley Temple was identified as *Project X* at 7-8 p.m. Sundays, and *National Velvet*, a family-appeal show with Rexall signed as alternate-week sponsor, was ticketed to follow at 8-8:30 instead of the originally scheduled *No Place Like Home*. Tab Hunter in *Bachelor at Large*, situation comedy with Lorillard and Alberto-Culver sponsoring, was moved into the Sunday 8:30-9 spot in place of *One Happy Family*. NBC meanwhile announced that Chevrolet would be back with Dinah Shore at 9-10 as scheduled. The Sunday 10:30-11 period became temporarily open with transfer of the Barbara Stanwyck dramatic show to Mondays at 10-10:30 with Alberto-Culver as alternate-week sponsor.

In other Monday-night changes, *Klondike* was expected to go, probably with Reynolds Tobacco sponsorship, into the 9-9:30 spot in place of *Tall Man*. The 9:30-10 period, originally down for *Hollywood Angel*, was designated open and the hour-long specials at 10-11 were rescheduled to Tuesdays at the same time.

Sterling Drug signed for part sponsorship of *Thriller*, mystery-suspense hour, which was scheduled to move to 9-10 Tuesday's, ousting *Dante* and *The Westerner*. Move of Tab Hunter to Sunday nights left Wednesdays 10:30-11 open. There was no change in Thursday's scheduling, but Alberto-Culver signed to sponsor *This Is Your Life* in the 10:30-11 spot.

For Fridays, replacements were being considered for *Raven* at 7:30-8:30, and *Dante*, an adventure series, was being considered as replacement for *Headquarters* at 8:30-9. On Saturdays, *Tall Man*, a western, was under consideration for 8:30-9 in place of *Klondike*, which was expected to go into *Tall Man's* originally scheduled Monday-night period. *Band of Gold* might be inserted at 9:30-10 Saturdays, in which case *World Wide 60* would move back to 10-11 instead of 9:30-10:30.

COLOR ORSN

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 19-22, 25-27 (6:30-7 a.m.) **Continental Classroom.**

April 18-22, 25-27 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

April 18-22, 25-27 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

April 18, 25 (10-11 p.m.) **The Steve Allen Plymouth Show**, Plymouth through N.W. Ayer.

April 19, 26 (8:30-9:30) **Ford Startime**, Ford through J. Walter Thompson.

April 19, 26 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

April 20, 27 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

April 21 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

April 22 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Gray Advertising.

April 23 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

April 23 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

April 23 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

April 24 (8-9 p.m.) **Rexall Special**, Rexall through BBDO.

April 24 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

April 24 (10-11 p.m.) **Dow Hour of Great Mysteries**, Dow Chemical Co. through MacManus, John & Adams.

Color cartoon plans

In its first foray into the domestic tv film production field, Fremantle International Inc., New York, has announced that the company is co-producing a series of *Goldentoon* five-minute color cartoons in association with Cullen Assoc., New York. Fremantle has been active in the overseas distribution of tv films. *Goldentoons* will be animated versions of both Little Golden Books and Golden Records and will employ the original story material and soundtrack. Groups of three or four of the cartoons will be offered to national sponsors for inclusion in network children's programs.

Trainers, veterinarians, cattlemen tranquilize animals safely with Cap-Chur syringe-rifle . . . delivered by AIR EXPRESS

Air Express gives sleep-gun fast, kid-glove handling

When a toothache turns Jackie, a docile movie lion, into a pain-maddened beast—look out! For trainer Melvin Koontz it's no problem. One "pffft" from his Cap-Chur air-rifle sends Jackie quickly off to dreamland . . . and to the veterinarian. The magic bullet is a harmless tranquilizing syringe. Both rifle and "ammo" were shipped via AIR EXPRESS from Atlanta, Georgia to Jungleland, California . . . and got kid-glove handling and dependable, overnight delivery . . . at low cost. These advantages can help your business, too. Call AIR EXPRESS and speed your products FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

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NO MIAMI IN MINNEAPOLIS

D.j. meeting is far cry from last year; serious debate produces code of ethics

The First Annual Membership Meeting of the Disc Jockey Assn., April 9-10 in Minneapolis was a far cry from the riotous Second Annual Radio Programming and Pop Music Disc Jockey Convention, held in Miami Beach last Memorial Day weekend.

In Minneapolis, the disc jockeys were strictly businessmen.

In Miami Beach "some 3,000 disc jockeys, station executives, record company salesmen and talent sunned, swam, swizzle-sticked and business-sessioned their way" through a three-day weekend. It was estimated the soiree cost the Storz Stations, conveniton host, $55,000 and the record companies another $200,000 out of a total collective tab more than $800,000 (BROADCASTING, June 8, 1959).

The Minneapolis meeting had no host, no record company representation, no sunning, no swimming and very little swizzle-sticking. About 100 disc jockeys met to frame a code of ethics and elect officers (see box).

Debate Consideration ■ The DJA code was produced after hours of earnest consideration and heated debate by a committee under the chairmanship of Grahame Richards, program director of the Storz Stations. It was unanimously approved by the membership. The code states that each DJA member "accepts as continuing requirement of his position the obligation to entertain and to inform the listening audience to the best of his abilty within the framework of his station's policies and industry-wide governmental regulations."

In fulfilling his obligations, the code proposes that each member should be guided by these principles:

"That such individual judgment and discretion as is granted to him by his station for the selection of recorded music to be broadcast should be based on his fair and unbiased evaluation. In order to prevent having his judgment influenced, he shall avoid the acceptance of any favors from interested parties which may tend to evoke a sense of personal favoritism or professional obligation.

"That he shall have no outside interest, business or professional connections without the advance knowledge and approval of station management.

"That he shall so conduct himself, on and off the air, as to bring credit, distinction and public approval to the broadcasting industry."

Changing Atmosphere ■ No one who has seen the word "payola" blazoned in 96-point type across the front page of his daily newspaper has to wonder what caused the change in climate from the disc jockeys' gatherings in 1959 and 1960. The tv investigations arising from charges, denials and, at long last, confessions of rigged quiz shows, turned to radio with companion charges that some of the records on the most-played lists won their enviable position not from merited choice but from payment for placement. Oaths of purity were required of record players by station managements; legislation to ensure such purity was proposed in Congress; all d.j.'s were questioned. A few were found guilty and lost their jobs.

Jim Hawthorne, Sunday night disc jockey at KFWB Los Angeles, weekday weatherman and host to the late movies on KTTV (TV) in that city, was re-elected to his second term as DJA president. He emphasizes that the organization's origin predates the current investigations. It was early in 1958, he recalls, that Bill Gavin, radio program consultant who is now DJA treasurer, approached him with the idea of a professional association of disc jockeys designed to encourage a higher public regard and respect for the profession.

Mr. Hawthorne says the DJA has won the support of a number of broadcasters whose stations specialize in d.j. programming. Todd Storz, president of the Storz stations; Lionel Baxter executive vice president of the Storer stations; Gerald Spain, program director of WHK Cleveland (one of the Metropolitan stations); Joel Sebastian of KLIF Dallas (a McLendon station) and Chuck Blore, program vice president of Crowell-Collier's broadcast division and program director of KFWB Los Angeles, were among the management representatives at the Minneapolis meeting, Mr. Hawthorne reported. He paid special tribute to the efforts of Robert Purcell, head of Crowell-Collier's broadcast operations, for eliciting the support of station management for DJA. "Without Mr. Purcell, there wouldn't be an association today," Mr. Hawthorne said last week.

Support NAB Stand ■ In addition to drafting and adopting a code of ethics, the DJA membership authorized DJA's attorney, Ben Starr of New York, to draft a letter to the National Assn. of Broadcasters in support of NAB's stand on the current FCC interpretation of Sec. 317 of the Communications Act. The d.j.'s say an announcement that records were not purchased but supplied free works an unwarranted hardship on both the station and its audience.

Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Subcommittee which has spearheaded the government's payola investigation, was invited to attend the DJA meeting. Wiring his regrets, Rep. Harris said: "I applaud your efforts to crystallize your association into a strong cohesive force in the interests of the radio industry and formulation of a code of ethics for those of your industry."

DJA officers

In addition to framing a code of ethics, the Disc Jockey Assn. elected officers to carry out its program for the coming year. Re-elected president for a second term was Jim Hawthorne, KFWB Los Angeles. Other officers are Scott Muni, WMCA New York, first vice president; Bob (Coffeehead) Larsen, WRIT Milwaukee, second vice president; Fred Hohl, WAME Miami, third vice president; Grahame Richards, Storz stations, fourth vice president; Bob Cooper, KVI Seattle, fifth vice president; Gene Kaye, WAEB Allentown, Pa., sixth vice president; Bill Ellis, KEWB San Francisco, secretary, and Bill Gavin, radio program consultant, treasurer.

HAWTHORNE

Mr. Larsen was also named to the new DJA post of communications officer. He is responsible for disseminating information from DJA to its membership. Four regional directors will assist Mr. Larsen in his duties.

KYW-TV pre-empts 'Today' for etv show

KYW-TV Cleveland pre-empts a half-hour of the *Today* show each Tuesday to present a program designed to keep area teachers abreast of modern educational developments. Titled *Tomorrow's Learning—Today*, it will be watched by 2,000 teachers in classrooms of 21 area schools from 8-8:30 a.m. for eight consecutive Tuesdays.

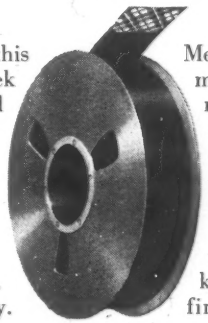
Dr. Bernard H. Gundlach, associate professor of mathematics at Bowling Green State U., is the instructor. The show will center around methods of making grade school arithmetic and algebra novel and exciting to the students.

KIM HUNTER AND DANE CLARK IN *THE CLOSING DOOR* ON "THE PLAY OF THE WEEK"—AN NTA RELEASE

It's "SCOTCH" BRAND Video Tape "Live" Action for

"THE PLAY OF THE WEEK"

☐ Television is proving its potential again this season to viewers across the nation. Each week "The Play of the Week", a highly-acclaimed dramatic series, presents a theater classic with a cast of top Broadway talents. Integral to the show is "SCOTCH" BRAND Video Tape, used by the show's producers, National Telefilm Associates, Inc., to capture the "live" perfection of the original performance. Tapes are then used for rebroadcast by television stations from coast to coast. ☐ And so it goes throughout the television industry.



Memorable moments as well as "hard-sell" commercials are being captured on tape in increasing numbers. The wonder of tape pares production costs substantially, creates "fluff-free" performances, permits flexibility in rehearsals and shooting. Is it any wonder that tape has revolutionized the television industry? ☐ "SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the kind of research that keeps 3M magnetic products first in proved quality for professional use.

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FOREIGN SNAG IN TV FILM TALKS

Producers offer pension plan payments instead of residuals

Fees for foreign broadcasts of U.S. produced tv film programs continue as the major hindrance to completion of a contract between the writers and producers of tv film programs. Negotiating committees of Writers Guild of America and the Alliance of Television Film Producers met last Tuesday and again on Wednesday (April 12-13). They adjourned without setting a date for the next meeting. Meanwhile, the guild committee will study a formula proposed by the producers for payments to a pension plan, offered in lieu of foreign residuals. The question unanswered last week was whether WGA will accept any substitute or hold out for foreign residuals.

Today (April 18), WGA negotiators are scheduled to meet with a similar group from the Assn. of Motion Picture Producers. This is the first time the writers and the major motion picture producers have met since 10 days before the WGA strike against AMPP began last Jan. 16. Both sides were cautious about predicting what may happen. But an optimism was reflected that the method of settlement of the conflict between AMPP and the Screen Actors Guild (AT DEADLINE, April 11) might be applicable here as well.

In both disputes, the paramount issue was the demand of the guilds for additional payment to their members when post-'48 theatrical motion pictures on which they were employed are sold to television. The new AMPP-SAG contract calls for such payment to actors for theatrical films produced after Jan. 31, 1960. But the actors did not win these fees for movies produced between Aug. 1, 1948, and Jan. 31, 1960. Instead, the producers agreed to contribute $375,000 toward establishing a health and welfare fund for actors and to make payments totaling $2.25 million to give actors a pension plan similar to that enjoyed by other motion picture unions.

Unlike the actors, the writers have been participating in the Motion Picture Industry Pension Fund, so that part of the formula used in settling the SAG-AMPP strike could not apply here. WGA does not have a health and welfare plan, however. The attitude of many writers is reported to be that their dispute with the producers is primarily a matter of money and that the method of payment does not matter very much, so long as the money is forthcoming.

Next item on the SAG agenda is to negotiate a new contract with the tv film producers. The former agreement was to have expired on March 31. But because SAG was then embroiled in its strike against the major movie makers, the tv contract was extended for an indeterminate period not to exceed 60 days. SAG has not yet drafted the demands it will present to the tv film producers, but expects to do so in time for negotiations to begin early next month.

An added starter in the list of those asking for a share in the proceeds from the sale of theatrical motion pictures to television is the Composers and Lyricists Guild, which has NLRB certification as bargaining agent. Like the other guilds, CLG wants a share of the tv money and has called a membership meeting for Thursday (April 21) at the Beverly Hills Hotel, to ask for authorization to strike against the major film producers.

AMPP has had no formal demand nor any request for negotiating meetings from the International Alliance of Theatrical Stage Employes, which earlier made known its position that it would expect double the amount given to all other guilds and unions for the rights to use the theatrical pictures on tv, to be allotted for the studio craftsmen and technical employes belonging to the more than 20 unions linked together as branches of IATSE. It is believed probable that IATSE will not approach the AMPP until the producers' association has reached agreements

New news ■ In a time when newsmen are preoccupied with "news in depth," WNEW-TV New York has decided to add another dimension to its coverage, news for children.

Children's news segments premiered this month on two shows, the weekday morning *Sandy Becker Show*, and the weekly *Wonderama*, three-hour Sunday morning program conducted by Sonny Fox. The programming grew out of station research confirming for WNEW-TV that there is a need of "news for the tremendous children's market."

Segments on the *Sandy Becker Show* use government sources and occupy the final five minutes of the daily 8:30-9:30 a.m. show time. News on the Sunday *Wonderama* takes the form of 15-minute in-depth discussions by children themselves. The first one was on presidential primaries April 3, presented with a mock primary and recorded messages from Sens. John Kennedy (D-Mass.) and Hubert Humphrey (D-Minn.) asking for the young New Yorkers' "votes."

with the writers and directors and possibly other groups as it has with the actors on sharing tv receipts from the sale of theatrical movies.

The Directors Guild of America presented its demands to ATFP and AMPP Thursday (April 14) in a two hour session that adjourned without any date being set for resumption of negotiations. The current guild contract, which expires April 30, is a joint pact covering all film production, whether for theatrical or tv use, unlike the practice of WGA and SAG which have separate contracts with ATFP and AMPP.

Like the other guilds, DGA is asking for a share in proceeds from the tv use of theatrical films, extra payment for foreign use of tv films and increases in minimum wage scales (BROADCASTING, April 11).

WGA, networks agree

The Writers Guild of America and NBC, ABC and CBS have reached agreement on a new contract covering radio-tv staff and freelance writers. A WGA spokesman said the proposed pact will be submitted to the membership for ratification in about 10 days. Neither the networks nor the union would discuss details of the agreement, though the union had sought a substantial increase in wages and freelance fees and a provision for payment for overseas sales of programs.

Only 33 can collect in BMI suit—Ryan

The judge in charge is on record as making clear that only the 33 plaintiffs in the so-called "song-writers' suit" against BMI and the broadcasting industry are eligible to collect damages in the suit.

The ruling by Judge Sylvester Ryan in U.S. Court for the Southern District of New York was expected to impede seriously the plaintiffs' practice of soliciting contributions from non-plaintiff songwriters to help pay for the prosecution of the suit. The plaintiffs have maintained that they were suing both for themselves and in behalf of some 3,000 other songwriters.

Judge Ryan also indicated, although he said this would not be binding on the trial judge, that the plaintiffs might not be permitted to present testimony by other songwriters in their effort to make their case.

The suit seeks $150 million damages, but earlier rulings denied the songwriters the right to recover for nondramatic performance rights, which defendants say account for practically all of the damages sought.

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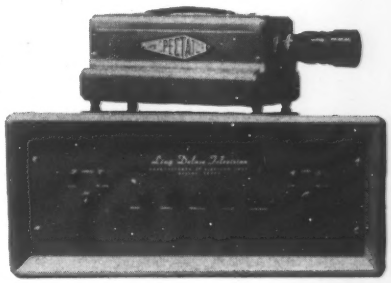

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CALLS FOR MORE TV CULTURE

Weaver says quality can work for public

Leaders in visual communications last week heard a plea for a "cultural breakthrough" in television and a prediction that video tape will replace film entirely in tv within three to five years.

These were the tv highlights of a two-day International Visual Communications Conference held in New York under the auspices of the Art Directors Club of New York. In a pre-conference session, the club presented its annual awards for artistic creations in 1959, including tv commercials (see, page 46).

The call for a cultural breakthrough came from Sylvester L. (Pat) Weaver Jr., former NBC chairman and now chairman of McCann-Erickson Corp. (International).

Mr. Weaver challenged those executives at tv's helm who feel cultural programming will not work and that tv must program "what the people want." To the contrary, he said, "quality" or cultural programming can work for the public and the public can want such shows if they are programmed and scheduled correctly and sold knowledgeably.

Wrong Time Slots ■ At one point, Mr. Weaver, who delivered the keynote address to the conference, said current failings in "non-fiction" programming can be laid to the shows appearing at the wrong times and to wrong exploitation. (He made an oblique reference to NBC-TV's slotting public service programming in prime time on Saturday night.)

The communications industry, said Mr. Weaver, must "fight always for quality" while disseminating information about the "new age" the world is entering. He noted, for example, that communications advances would mean that in time women freed by modern appliances from "drudgery of work . . . will not be either frustrated or trivialized in interests by mesmerizing entertainment, but rather will be shown what leisure can mean to the whole person."

What can tv leaders do: "Elevate standards and inspire the finer things" . . . "Let it be known that management will reward the new and experimental." Said Mr. Weaver: Those at the top in tv should be doing "more shows about the real world," and providing tv programs to "upgrade and uplift" the tv art. They have "no excuse" for not bringing the "glory and excitement of the real world" to the public, Mr. Weaver observed, adding that management in tv is in need of thinking that is not "antediluvian." He attacked what he called "slipshod reasons" of tv executives in perpetuating a notion that tv must program what the people want. His theme: As in the uphill fight to gain acceptance among advertisers for the spectacular, people couldn't determine whether or not they wanted them because "people didn't know what they were."

Comics and Sports ■ If the current "electronic attitude" were applied by newspapers in the same manner as in television, papers would run only "comic strips and sports pages," Mr. Weaver avered.

In another session, Charles Black, finance officer of Ampex Corp., predicted that "electronic video-tape processes" will replace "photo-chemical processes" in television production within three to five years, film photography having a "little or no application." Mr. Black hailed the Ampex-developed "intersync" which permits editing of tape with ease as a breakthrough permitting tape to be used in as many versatile ways as any other product including film.

Future advances — The tape technique, he commented, was not static; "It hasn't even got started." In video-tape other advancements were seen by Mr. Black: Highspeed duplication of tapes; better cameras (he noted the Marconi camera and the new RCA camera already introduced), electronic editing and splicing (as already shown at the NAB convention), electronic wave-length lighting, cartridge automatic programming, smaller, lighter and cheaper recorders and home tv recorders.

Ironically Mr. Black followed an Eastman Kodak speaker who appeared earlier that afternoon (Norman E. Salmons, manager, Eastman's Audio-visual service) on new audio-visual devices developed by that company which also is a leading supplier of motion picture film.

Cartoon disc jockey ■ Each morning from 7 to 9 a.m. WLOS-TV Asheville, N.C., caters to the cartoon lovers in its area. *Cartoon Parade,* with host Bill Norwood (above) runs cartoons on the basis of audience request. The station keeps its Popeyes, Daffy Ducks, and Mickey Mouses well catalogued and filed in a library that holds over 2,000 films. The station explains that most viewers request cartoons in a general way—"play a Bugs Bunny," for instance. However some requests get more specific: ". . . the one where the lion chases the cat." Then it's up to Mr. Norwood who receives an average of 150 requests a day to put his memory to use. An iron-clad rule is never failing to read a name (with an extra "thank you" if a cartoon can't be slated).

Five stations win SDX journalism award

Winners of Sigma Delta Chi's 28th annual Distinguished Journalism Service Awards are being announced today (April 18) by Victor E. Bluedorn, national awards director.

Among the recipients are WBZ-TV Boston (Westinghouse station), WGN-TV Chicago (owned by the *Chicago Tribune*), WIP Philadelphia (Metropolitan station), and newsmen for KPFK-FM Los Angeles and KGVO Missoula, Mont.

Bronze medallions and plaques will be presented at the national professional journalistic fraternity's annual awards banquet at Washington's National Press Club May 18. They will be given to WBZ-TV for public service in tv journalism, WGN-TV for tv reporting, WIP for public service in radio journalism, KPFK-FM's program and public affairs director, Gene Marine, for radio newswriting, and to KGVO's news director, Donald H. Weston, for radio reporting.

The presentations will be made by V.M. Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* and SDX national president.

The awards, made annually since 1932, cover 15 categories, including radio and tv.

The citations:

To WBZ-TV—For a "comprehensive and imaginative report" *(Sick Transit),* for focusing attention on a metropolitan problem and skillfully dramatizing solutions.

To WGN-TV—For coverage of a Chicago Midway Airport crash, despite pre-dawn obstacles; getting the story

The Business The Stage Coach Lost!

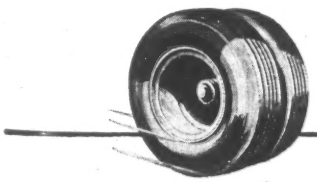
In its day, the stage coach was tops. With the freight wagon, it served communities with no other suitable transport. When the railroads reached enough of the old stage towns, the coach and freight wagon faded into dusty frontier history.

Not only because the railroad could better handle the existing business the stage coaches had, but more importantly because the enormous new business created by superior service was traffic which could never have been handled by muscle power.

In transportation, as in other fields, business tends to go to those best qualified to handle it . . . to those able to provide, overall, the best service. And new forms of transportation in turn create new business the older forms never had.

Not all the freight handled by motor truck has been taken from railroads, to cite an example, nor is all air freight business diverted from either railroads or trucks. Availability of truck service has created vast new markets for industry and agriculture – many of them beyond the physical service facilities of other forms of transportation.

Trucks are fast, flexible–able to pick up, deliver or line haul any time of the day or night wherever there are roadways. That is why trucks today haul more tons of freight, within and between communities, than all other forms of transport combined.



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American Trucking Associations, Inc., Washington 6, D. C.

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ATA

"accurately, completely, effectively and uniquely." A vivid, direct assessment of loss of life, injuries and property damage, eye-witness account and follow-up interview.

To WIP—For its series, *World in Perspective*, thoughtfully conceived and effectively produced, bringing obviously strong audience impact. Other virtues: international scope, coverage of a wide range of subjects and directness of approach.

To Mr. Marine of KPFK-FM—For depth newswriting of the celebrated Caryl Chessman case. Though the latter's drawn-out legal fight to escape the gas chamber was headline news, Mr. Marine reported in depth—a documentary spanning 11 years.

To Mr. Weston of KGVO—For radio reporting in direct broadcasts from the scene of the Madison Canyon-Yellowstone Park earthquake and in tape recorded interviews with survivors and rescue workers—under extremely difficult working conditions.

Broadcast members in AP increase

Radio-tv membership in the Associated Press rose from 1,878 in 1958 to 2,042 in 1959. Frank J. Starzel, AP general manager, reported to members.

The general manager's Annual Report, mailed to members in advance of the annual meeting in New York on April 25, shows that publication membership rose slightly from 1,763 to 1,778 in 1959; 537 members were served directly on the Wirephoto network and 91 others subscribed to other types of wirephoto service.

The number of countries served abroad, Mr. Starzel said, reached 75, with the addition of service to Bulgaria and Honduras.

Mr. Starzel noted that the year brought expansion of activity in the AP news report in response to the "ever-growing demands by newspapers and broadcasters for more reporting-in-depth, more analysis of significance in events and trends and wider portrayal in human interest or 'people-to-people-terms'."

'Herridge' sales rise everyplace but U.S.

CBS films has been bunching sales abroad for its taped *Robert Herridge Theatre* but the going is sticky in the U.S., though Polaroid reportedly has shown interest. There are 26 shows in the anthology, an experimental concept that budgeted each show at an estimated production cost under $15,000 (BROADCASTING, May 18, 1959).

The boxscore stood two weeks ago: entire series sold to Australian Broadcasting Commission to be telecast on six stations about July 1; similarly to the Canadian Broadcasting Corp. for broadcasts to begin July 5 on CBC's 35-station English speaking network 10:30-11 p.m., and individual programs in the series to stations in Sweden, Denmark, Germany and Finland. Should CBS Films fail to find a network slot for the series—even as a summer replacement—it will place the programs in syndication in anticipation that a profit could be returned if the series is sold to six stations in major markets at the market price.

Capitol Records offers stations three plans

In the first official action by a record company since the FCC's March 16 notice on sponsor identification, Capitol Records Distributing Corp. has announced that it is offering radio stations three plans for obtaining Capitol and Angel recordings.

M.D. Schuster, Capitol vice president for distribution, outlined the plans in a letter to program directors. He said that stations (1) now receiving free records could continue to do so in the future; (2) may subscribe to Capitol and Angel programming services, and (3) may purchase recordings at the distributor's price (46 cents for monophonic singles).

Capitol said that it was the first company to give free records to radio stations—beginning in 1943.

In a related development, Capitol Records Inc. President Glenn Wallichs joined the long list of those asking the FCC to reconsider its order that all free records must be identified as such when broadcast by stations. In a wire to the commission, Mr. Wallichs said that the present literal interpretation creates a "situation in which it is all but impossible for new, young talent to be heard via records."

News Assoc. plans convention coverage

News Associates Inc., Washington audio news service, has made extensive plans for coverage of the political conventions of the two major parties. It plans to set up a special leased line to feed convention activities live to subscribing stations, in addition to taped excerpts, interviews and a wrap-up program on election eve and election night.

President Herbert Gordon reports that five stations have signed up for the convention service so far: WGN Chicago; WHAM Rochester; WHAS Louisville; WJR Detroit and WTAG Worcester, Mass. Convention activities will be covered by an NAI staff of political reporters and editors from the Washington bureau, including Donald Bowers, executive news editor and a team of station editors. Among these are William Small, news director of WHAS and president of the Radio Television News Directors Assn., and William Sheehan, news director of WJR.

Backlog sale booms MGM net

One of the advantages of having film backlogs to sell to television is pointed up in the second quarter report of Metro-Goldwyn-Mayer. Whereas gross revenues from television activities amounted to only $7,982,000 of the company's $65,147,000 gross in that period (28 weeks ending March 17), they amounted to $5,402,000 of the company's $8,957,000 net.

The obvious reason: TV film rights, having been amortized years back, don't shrink much going from gross to net. By comparison, the $49,181,000 gross from film production-distribution and foreign theatres shrank to $1,393,000 in net, and the $7,291,000 gross from records and music shrank to $1,469,000 in net.

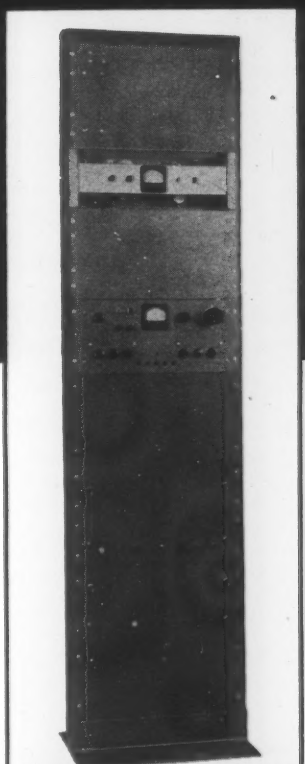
M-G-M's after-taxes-and-interest net profit was $3,739,000 for its second quarter 1960. This compared to $3,798,000 for the same period a year earlier. The respective dividends were $1.47 in 1960 and $1.80 in 1959.

M-G-M noted that $6,434,000 of its tv gross was for licensing of pre-1949 features and shorts to tv, while $1,548,000 was grossed on film series and commercials produced for tv. The company said that existing contracts for pre-1949 product will bring in another $25,863,000 before they run out.

Program shorts

Adult cartoons ■ Bob Elliott and Ray Goulding, stars of CBS Radio's *Bob and Ray Show*, will poke fun at time-honored motion picture plots in a new tv series, *Bob and Ray's Hollywood Classics*, aimed at adult viewers. Production is reported to have started on the first of 39 half-hours, all of which will be produced entirely by Messrs. Elliott and Goulding at their own animation studios. The cartoons will be packaged through Kennedy Films Inc.

PHILCO MICROWAVE TV RELAY SYSTEMS



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and distributed and sold through California National Productions Inc.

Channel image ■ Modern Broadcasting Inc., New York, is offering tv stations a Channel Image Identification Plan, which consists of 20 fully animated segments in either color or black and white. The company assures exclusivity in a market and delivery in 30 days of eight 2-second, nine 10-second, and three 20-second customized segments. The production team includes Larry Elgart for music, Abe Ajay for creative art and Elektra for animation. MBI's new location: 545 Fifth Ave., zone 17.

60-year coverage ■ *Milestones of the Century,* consisting of 260 three and one-half minute films of news stories going back to 1900, is now offered by Cinema-Vue Corp., New York. The series is produced by Pathe News Inc., New York. Ed Herlihy, tv announcer, narrates the program which is designed for five times weekly telecast.

Old sailors never die ■ Screen Gems Inc., N.Y., has completed a co-production agreement with Charles Schneer Productions, which made "The Seventh Voyage of Sinbad" for release by Columbia Pictures two years ago, for a new tv series titled *Sinbad the Sailor.* The half-hour episodes, which may be filmed in color, will be shot on location in Spain and England. It's reported that two networks have put in bids to obtain the series in advance of pilot production. Producer is Sidney Cole, who produced the *Adventures of Robin Hood* tv series.

Night and day ■ NBC-TV's daytime quiz show, *Play Your Hunch* (Mon.-Fri. 10:30-11 a.m. EST), added a weekly nighttime version starting April 15 (Fri. 7:30-8 p.m.). The program, which stars Merv Griffin as m.c., will have the same format as the continuing daytime series, which was launched Dec. 7, 1959. One nighttime extra: cash prizes are doubled. *People Are Funny,* currently in the Friday night slot, moved April 13 to Wednesday (10:30-11 p.m.) as replacement for the departing *Wichita Town.*

Outdoor type ■ CBS Films, New York, signed Matt Wayne, star of *The Californian,* to play leading role in a new western series entitled *The Hawk.* The series is set for filming on location in Utah as well as in Hollywood, and will be produced for CBS Films by Audrey Schenck and Howard Koch.

For the kiddies ■ California National Productions (NBC film subsidiary) and Freemantle Inc. to co-finance *Henry and his Claymates* children's tv series being filmed in stop-motion technique. CNP will distribute in this country, Freemantle abroad. Output planned is 104 five-minute tv minute stories in full color, created by Art Clokey Films, Hollywood, and designed for integration in stations' childrens programming.

Tv tapery ■ NTA Telestudios, N.Y., is making available a 35-page fact book, *Questions and Answers About Video Tape Commercials.* Heavily expanded use of tape in the past year prompted NTA Telestudios to publish the booklet for newcomers among producers, copywriters and directors. President George Gould of the tape production firm said 163 stations are equipped with Ampex recorders, covering 82 markets and 95.5% of the viewing audience.

Politico series ■ A group of 44 educational tv stations throughout the country last week began telecasting a series of seven half-hour programs dealing with the presidential conventions, titled *Hats in the Ring.* Consisting of film and tape, the programs were produced for the National Educational Television and Radio Center, New York, by Elliot, Unger & Elliot, New York, with Donald Hillman of the Center staff as executive producer. The programs will be made available to commercial tv stations by the Center, which is located at 10 Columbus Circle, New York 19, N.Y.

'Gang' growth ■ National Telepix Inc., N.Y., reports a total of 15 "Our Gang" comedies have been scored and prepared for syndication, with a balance of 63 to be completed over the next 10 weeks. The packager is "updating and streamlining" the series by adding original music scored by Jack Saunders and new sound effects. Each of the 78 units runs approximately 13½ minutes, according to David Dietz, president of National Telepix.

Hour for Noah ■ CBS-TV last week commissioned composer Igor Stravinsky and choreographer George Balanchine to create a contemporary music and dance work based on the biblical story of Noah. The Stravinsky-Balanchine creation, which was commissioned through Sextant Inc., N.Y., a newly-formed tv and motion picture production company, will be seen on CBS-TV as an hour-long special at an undetermined date. Following its tv premiere, the new work will enter the repertory of the New York City Ballet.

Opens film company ■ Carl A. Carbone, formerly sales and production executive with National Screen Service, has formed his own film company,

Spicing up the show

Determined to see that there are no dull spots in the proceedings of the Democratic National Convention the party's Committee of the Arts has set up a four-point program designed to keep the tv audience tuned in for the full five-day meeting at Los Angeles' new Sports Arena from the opening prayer on Monday, July 11, to the final huzzah for the party's candidate on Friday, July 15.

As outlined by Alan Rifkin, national director of DNC's arts committee, the entertainment program comprises:

(1) A 26½-minute film which will be used during an appropriate part of convention proceedings, but not as a replacement for the keynote speech as was done in 1956, when "Pursuit of Happiness," a filmed review of party history, was the major item on the opening day's program. CBS-TV dropped its coverage of the film after a few minutes, leading to a vehement exchange between DNC and the network. CBS hotly rejected charges of sabotage and demands that it do a make-good broadcast of the film at a later date (BROADCASTING, Aug. 20, 1956).

(2) Live entertainment during the five-day convention.

(3) About a dozen vignettes to be taped in advance for use during any dull spots that may occur in proceedings. These will be available to the tv networks if they want to use them.

(4) A two-hour spectacular to precede the appearance of the candidate in the coliseum on Friday evening.

George Seaton, well known screen writer, is national chairman of the arts group, Mr. Rifkin said. Mr. Rifkin, himself, is a prominent producer-writer of television and motion pictures.

David Susskind, founding partner in Talent Associates and an ardent advocate of "live" programming, is chairman of live tv for the committee. Harry Ackerman, vice president and executive producer of Screen Gems, is chairman for filmed television. Serving with Mr. Ackerman, among others, will be Martin Manulis, head of Martin Manulis Productions and former executive producer for 20th Century-Fox Television; Hubbell Robinson, president of his own production company, and Rod Serling, award winning tv writer-producer. Johnny Green has been named musical director.

Carla Productions Inc. at 245 W. 55th St., N.Y. Mr. Carbone will specialize in commercial and promotional films but plans also to enter the tv program and motion picture fields.

First shooting ■ Filming started last week in New York on the new CBS Films' series, *36 Maiden Lane,* starring Scott McKay, Diana Van Der Vlis and Chance Nesbitt. The series, which concerns a free-lance special claims investigator, was created by Art Wallace and is being produced by George Justin and directed by Gerald Mayer.

Best safety films ■ UPA Pictures and the American Automobile Assn. have received award of merit certificates from the National Committee on Films for Safety for the best spots and shorts in the television category during 1959.

'Beat the drums' ■ Illinois' primary election system was examined by WBBM-TV Chicago April 8 in the first of a series of four 60-minute documentaries by its news and public affairs department. The CBS outlet spent three months with its crews touring the state and capturing political figures in action. Purpose of the program aired in prime time (8 p.m.), was to evaluate the primary election system compared with the old state convention procedure of 50 years ago.

Emmy producers ■ National Academy of Television Arts & Sciences has appointed tv producers Desi Arnaz and David Susskind as academy producers in Hollywood and New York respectively of the 12th annual Emmy awards telecast, which will be seen June 20 on NBC-TV (Mon. 10-11:30 p.m. EDT). The program will be sponsored by Procter & Gamble for Lilt and the Greyhound Corp.

Page from life ■ Gore Vidal is seeking the Democratic nomination for representative of New York's 29th Congressional District. The candidate, grandson of the late Sen. Thomas P. Gore of Oklahoma, wrote and appeared in "The Indestructible Mr. Gore," on the NBC-TV *Sunday Showcase* Dec. 13, 1959 (8-9 p.m.). The author's "Visit To a Small Planet" went from the old NBC-TV *Philco Playhouse* to Broadway, where he currently has a play, *The Best Man,* about a national presidential convention. Republican Rep. J. Ernest Wharton holds the office sought by the writer, a resident of Dutchess County, N.Y.

Argonne series ■ ABC's WBKB (TV) Chicago has joined hands with Argonne National Labs to produce a special two-hour documentary exploring the peacetime uses of atomic energy. There will be two telecasts, the first as part of a discussion program moderated by Norman Ross on May 6 and the second as a video taped presentation *(Inside Argonne)* on May 7. Documentary was produced by WBKB at Argonne Labs near Lemont, Ill., and will be passed along to the Ford Foundation for use on educational tv networks.

On the death sentence ■ On April 8 from 9:05 to 10 p.m., WBZ Boston presented a documentary dealing with the moral, social and legal aspects of capital punishment. Called *An Eye for an Eye,* the program featured exclusive interviews with political figures, wardens, convicted murderers, prison chaplains and life term inmates among others. The station announced that Vice President Nixon spoke in favor of capital punishment; Ohio's Gov. Michael Di Salle spoke against it. Dr. Karl Menninger, leading pyschiatrist, also was heard.

Tv squirrels ■ Flamingo Films Inc., New York, has completed distribution arrangements for a new, animated cartoon series, *The Nutty Squirrels,* produced by Transfilm-Wylde Animation, The cartoons, each about six minutes long are part of a library of 150 color cartoons originally produced for theatrical distribution. The squirrel characters, created by Don Elliott and Sasha Burland, also are featured in novelty song recordings.

Interfaith newscast ■ *Church World News,* quarter-hour weekly program produced and distributed since 1951 by the United Lutheran Church in America, has become a part of the broadcast ministry of the National Council of Churches of Christ in the U.S.A. Some 100 radio stations currently carry the program. Distribution is by Council's Broadcasting & Film Commission; production by UCLA.

EQUIPMENT & ENGINEERING

MORE MADE AND MORE SOLD

Radio-tv production and sales show climb

Radio manufacturers produced 500,000 more radio sets in January-February than during same period in 1959, Electronic Industries Assn. reported last week.

In same two-month period, tv manufacturers made 100,000 more video receivers than for same 1959 period.

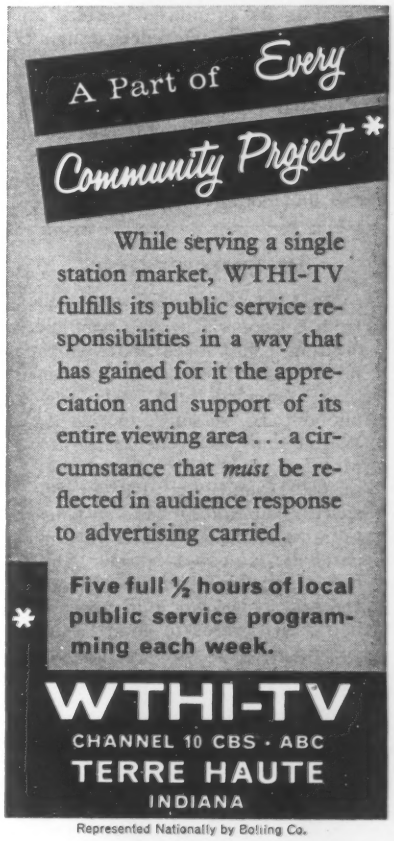
Sales in both tv and radio were also up for the two months of 1960 compared with the same period in 1959.

EIA reported also that for the first time stereo phonograph retail sales led monaural sales. For the first two months of 1960, 716,824 stereo phonographs were sold compared to 250,959 monaural. The number of stereo sales is more than double that sold last year in the same period, while monaural phonograph sales dropped over 60%.

Production and sales figures for tv and radio are given below:

Period	Production	Retail Sales
TELEVISION		
Jan.-Feb. '60	1,029,947	1,098,540
Jan.-Feb. '59	896,518	949,877
RADIO		
Jan.-Feb. '60	2,798,156	1,414,867
Jan.-Feb. '59	2,250,122	1,175,378

Auto radios comprised 1,229,333 of the total radio production for the first two months of 1960.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* Five full ½ hours of local public service programming each week.
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Ten firms to join U.S. space tests

Nine American and one foreign communications firms have notified the National Aeronautics & Space Administration that they will participate in the communications experiments using a passive satellite balloon in orbit 1,000 miles above the earth. The project, called "Echo" by NASA scientists, is scheduled for sometime near the end of April. The plan calls for an orbiting 100-ft. diameter balloon to bounce radio signals across oceans and continents.

Organizations which have submitted informal plans for voluntary participation are: U.S. Army Signal Corps, Fort Monmouth, N.J.; Collins Radio Inc., Dallas, Tex.; Crosley Division, Avco Corp., Evendale, Ohio; General Electric Co., Schenectady, N.Y.; Haverford College, Haverford, Pa.; I.T.T., Nutley, N.J.; Philco Corp., Rome, N.Y.; Developmental Engineering Corp., Annapolis, Md., and Stanford Research Institute, Menlo Park, Calif.

Also participating will be Jodrell Banks, Manchester, England.

Under contract with NASA is the Bell Telephone Labs., Holmdel, N.J.

Actually the soaring balloon will be available to anyone who wants to beam a signal to its aluminized surface and arrange to receive the reflected signal.

The first shot will be used to test out the sky jump for continuous wave and narrow band communications operations, it was understood. A second shot to be undertaken later will probably go a step further, using teletype signals and perhaps, voice. At a more distant date, it was speculated, a tv signal might be used.

Money Sought ■ Space agency is asking $5.6 million for communications satellite experiments in the new fiscal year. This was disclosed in testimony by NASA executives before the House Appropriations Subcommittee last month, released last week.

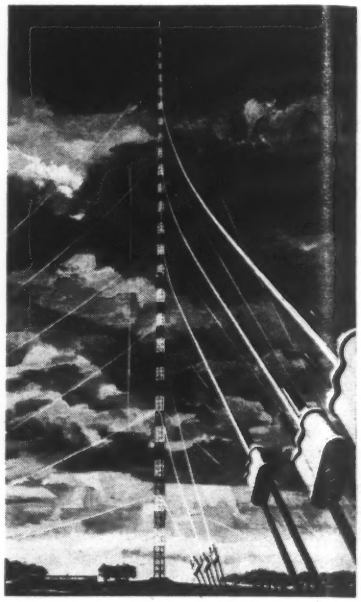
The $5.6 million compares with $3.1 million in fiscal 1960.

The testimony also revealed that NASA was planning a multisphere payload for launch by a single vehicle. One of these will be launched in 1962. Also to be studied in fiscal 1961 are data transmission requirements, with emphasis on such use in meteorological satellites. Also under research are prototype models of high-gain antenna and mount, and the initiation of suitable modulations systems.

In two years

Workable system of relaying tv from Europe via passive satellites orbiting 1,000 miles above earth in about two years was foreseen by C. Chapin Cutler, Bell Telephone Labs. scientist, in talk to Washington IRE members last Monday night. Mr. Cutler described Holmdel, N.J., Bell Labs. space communications installation, including horn antenna with parabolic antennas, master amplifier and fm feedback receiver. He said noise figure in receiver had been lowered to good 17 degrees kelvin in 900 mc region. Receiver performance will have to be improved even more, he said, in order to capture commercial definition tv. Meeting was held under auspices of Professional Groups on Broadcasting and Communications Systems.

Tall tall story ■ Said to be the tallest man-made structure in the world, the new tv tower being built for KFVS-TV Cape Girardeau, Mo., will rise 1,676 feet above the ground. Now under construction by Dresser-Ideco Co., Columbus, Ohio, the tower will stand 204 feet taller than the Empire State Building. A television tower to be constructed in Moscow, which the Russians claim will be the world's tallest, will be a mere 1,667 feet tall. The KFVS-TV tower will beam a signal to a market area of some 31,800 square miles. It is triangular, standing on a concrete base and supported by 18 guy cables. The weight of the tower and its guy cables will exert over 2 million pounds of pressure on the base. A small service elevator to be enclosed within the tower will take 25 minutes to reach the observation platform on top—over a quarter of a mile into the sky.



Ampex 'idea' winner

Winners of the Ampex "Videotape idea station of the year" contest at the NAB convention were Larry Carino, general manager, WWL-TV New Orleans, who received a $2,000 Ampex home stereo system; J.W. Wright, manager, KSL-TV Salt Lake City, who won an Ampex 601 tape recorder, and Roger Pratt, chief engineer, WHO-TV Des Moines, who won 50 four-track stereo tapes from the United Stereo Tape Library.

■ Technical topics

Long-neck mikes ■ Electro-Voice Inc., Buchanan, Mich., has introduced two models of long-neck microphones, which it describes as thin, trim and inconspicuous. The models E-V652 and 652A allow the user and audience an unobstructed view; they can be tilted through a 120-degree arc with respect to the stand coupler. Complete specifications can be had from Electro-Voice.

Versatile lens ■ The new Traid Twenty Eight lens for 16mm cameras with a range of focal lengths from 20-mm to 80mm provides the versatility of telephoto, wide angle or normal shots. It has a control lever for zooming focusing scale with settings from 48 inches to infinity and will fit any 16mm camera with "C" mount.

Voltage regulator ■ Tel-Instrument Electronics Corp., Carlstadt, N.J., is offering an automatic voltage regulator which may also be used to obtain a continuously variable voltage up to 130 volts AC. The company claims an extremely high degree of reliability from the instrument over the frequency range of 50 to 70 cps.

New for RCA ■ RCA last week announced the formation of a department for the production of magnetic tape recording devices needed in telecasting, business data processing, remote control telemetering and the U.S. space program. Called the RCA Electronic Recording Products Dept., it will be headed by M.A. Trainer, who has been serving as manager, market development for RCA broadcast and television equipment div. Other executives in the new unit include: Jerome L. Grever, marketing manager; Henry H. Klerx merchandising manager; G.F. Rester, sales manager, and A.H. Lind, head of the department's engineering activity.

Broadcast advertising

Bernard J. Kramer, co-founder and partner of Gresh & Kramer, Philadelphia advertising agency, elected president of newly incorporated company. He continues as creative director of advertising, merchandising and pr services. **Jack J. Dash,** founder and formerly president of WBCB Levittown, Pa., joins agency as vp and executive director of client services.

Dr. Virginia Miles and **Stephen Richards** named vps of McCann-Marschalk Co., N.Y. Dr. Miles is director of research and Mr. Richards, director of pr.

MR. FELTON

James P. Felton, director of advertising on Sunkist products and Forest Fire Prevention at Foote, Cone & Belding's Los Angeles office, promoted to vp. He joined agency in 1949.

Donald W. Walton, vp and formerly director of merchandising, named copy chief on Oldsmobile Div. account at D.P. Brother Co., Detroit. Other promotions: **Jack R. Hendrickson,** assistant account executive on Oldsmobile, to director of merchandising; **Harold P. Richardson,** member of agency since 1955, advanced to assistant account executive on Oldsmobile; **Thomas W. Jipson,** account executive on Rochester Products Div. account, receives additional account responsibilities for Guide Lamp and Brown-Lipe-Chapin Div. accounts; **Thomas H. Reid,** with agency since 1956, and previously copywriter on New Departure, named New Departure account executive; **Thomas R. Boyd,** member of creative staff since 1954, to assistant account executive on General Motors Guardian Maintenance; **Edmund F. Rushton,** copywriter on Accessory Group accounts, named Accessory Group copy chief, and **William M. Adams** named director of pr. Further additions to Brother's creative staff are: **Frank A. Picard II,** radio-tv department; **Charles H. Ohlsson,** AC Spark Plug Div. account; **William C. Richardson** and **William R. Easton,** both on Oldsmobile account; **David M. Hadley,** art department, and **Patrick R. Martin,** marketing and research staff.

Mrs. Carolyn Churchman appointed vp in charge of pr for Ruben Adv., Indianapolis. She will also serve as agency consultant. Mrs. Churchman previously was air personality for WTTV (TV), that city.

C. James Fleming Jr., formerly executive vp at Compton Adv., N.Y., joins Ted Bates & Co. as vp in contact division. **Kerry F. Sheeran,** executive on Whitehall Laboratories, Div. of American Home Products Corp., elected also vp. Mr. Sheeran joined agency after three years as account supervisor with North Adv., Chicago.

MR. MORR

Frank F. Morr, vp for past 15 years at Gordon Best Co., Chicago, elected executive vp. He is account manager on General Finance, Dumas Milner and Comstock Food accounts.

Edward Handman, formerly copywriter with The Ellington Co., joins Wexton Adv. as copy chief.

Bob Reichenbach, head of Hollywood office of Bernard B. Schnitzer Inc., promoted to vp and transferred to agency's San Francisco office as director of radio-tv activities.

Jerry Sachs, media group supervisor at Doyle, Dane Bernback, N.Y., promoted to media director of agency's Los Angeles office. He has been with DDB since 1955. Previously, he was in media department of Cecil & Presbry, N.Y.

MR. ROGERS

Sherman E. Rogers, formerly vp and creative board chairman of Anderson & Cairns New York office named creative department director of Cunningham & Walsh, Chicago office.

Arnold J. Deutschman, account executive on Whitehall Laboratories, Div. of American Home Products Corp., N.Y., elected assistant vp of Ted Bates & Co., N.Y.

Keith R. Matzinger, advertising manager of Chrysler and Imperial divisions of Chrysler Corp., Detroit, joins Ross Roy Inc. as manager of the agency's Hollywood office, succeeding **Tom Scott** who resigned.

George E. Probst, executive director of Thomas A. Edison Foundation, which sponsors public information pro-

SOUTHWEST FULLTIMER

Large market in Southwest. Popular station—gross potential $300,000.00—doing 5/6 of potential now. Price $450,000.00 with 29% down and five (5) years for pay out. An excellent buy.

SOUTHERN MICHIGAN AREA

Daytimer—with good dial position. Can be bought for $52,000.00. Possibly could arrange for stock and physical assets for $26,000.00, negotiate balance. Station and market capable of grossing $70,000.00.

TV AND AM STATION

Southwest—Radio fulltime and a money maker. TV station could do better with owner on scene. Presently absentee ownership. Fair amount of excellent real estate involved. Price for both around $300,000.00—$60,000.00 down and liberal terms on balance.

TEXAS DAYTIMER

Needs capable owner. Station suffered from bad management. $65,000.00 with $16,500.00 down and liberal payout. Fine potential.

NORTHERN MICHIGAN

Fulltime No. 1 station in market. $350,000.00 with 29% down, eight years on balance. Station in excellent condition. Absentee ownership presently—active owner and operator could do greater volume.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Tribute to Kluge ■ The Washington Ad Club's sixth Award of Achievement was presented April 12 to John W. Kluge, president and board chairman of Metropolitan Broadcasting Corp. Past winners include Brig. Gen. David Sarnoff and Henry Kaiser. Mr. Kluge was honored for bringing Metropolitan to an important industry position in a short time. Left to right in photo: Mark Evans, Washington broadcaster who is joining the Kluge organization; Benedict Gimbel, Metropolitan board member; Mr. Kluge; Robert Gray, secretary of President's Cabinet; John E. McArdle, vice president-general manager, WTTG (TV) Washington. Presentation was made at the club's weekly luncheon.

gram to improve science education, becomes member of board of directors of National Educational Tv & Radio Center.

Newt Mitzman, in charge of commercial production at Ogilvy, Benson & Mather, N.Y., appointed vp. Mr. Mitzman joined agency in 1957.

John Anderson, Henry Muller and **John L. Southard Jr.** elected vp's of Benton & Bowles Inc., New York. All three are account supervisors.

Theodore Rosenak promoted from vp-advertising to executive vp of Pabst Brewing Co., with continued supervision over entire advertising program and will assist President, James C. Windham, in other management areas.

MR. BETTS

Robert Betts, formerly copy supervisor at William Esty Co., rejoins Kudner Agency, both N.Y., as vp and copy chief. He had been account executive at Kudner before joining Esty. Prior to that, he was with J. Walter Thompson Co.

Lou Magnani, associate art editor at New York office of Marsteller, Rickard, Gebhardt & Reed, becomes executive art director.

John W. Twiddy and **Douglas E. Montross** join MacManus, John & Adams Inc., N.Y., as media department buyer and assistant art director, respectively. Mr. Twiddy was formerly in media work and advertising sales for Foote, Cone & Belding, N.Y. Mr. Montross has been in advertising art field for five years.

Don Whiting, formerly advertising manager of Toastmaster Div. of McGraw-Edison Co. and previously in advertising, sales promotion and pr at Zenith Radio Corp., to Clinton E. Frank agency, Chicago, as account executive.

John Jay Goshen, formerly assistant account executive with Cunningham & Walsh, joins Norman, Craig & Kummel as executive on Dow Chemical Consumer Products account.

Langdon H. Wesley, formerly account executive for Brown & Butcher Inc., N.Y., joins Geyer, Morey, Madden & Ballard, that city, as executive on Charles Antell Products and on Drue laboratories.

William W. Rose, Robert F. Crawford, Mitchell Cohan and **Sean Cassady** all join Comstock & Co., Buffalo advertising agency. Mr. Rose formerly was copy and tv supervisor of Grant Adv., N.Y.; Mr. Crawford was tv producer for Procter & Gamble Co.; Mr. Cohan, director of writing and programming for WTHI Terre Haute, Ind., and Mr. Cassady, formerly with Anthony B. Cassady & Assoc.

Joseph R. Del Papa, formerly tv-radio copy chief at Erwin Wasey, Ruthrauff & Ryan, and **Terry Burnside,** previously with Leo Burnett Co., both Chicago, to Foote, Cone & Belding, that city, as copywriters.

Zed R. Daniels, formerly marketing and advertising director of Orange-Crush Co. (beverages), Evanston, Ill., announces formation of own Chicago advertising agency bearing his name, with location still to be determined.

Edward R. Brooks, marketing and pr director of Evaporated Milk Assn., re-elected president of Chicago Adv. Executives Club. Other officers: **Robert B. Johnson,** managing director, State Street Council, 1st vp; **Benjamin H. Chance,** advertising manager-communications, Motorola Inc., 2d vp; **Zed Daniels,** Zed Daniels Adv., treasurer, and **Jean Fletcher,** American Newspaper Publishers Assn.'s bureau of advertising, secretary.

Harry A. Hamilton Jr. named radio-tv writer in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

Rosemarie Bramel, formerly of Compton Adv., N.Y., joins media department of Wade Adv., Los Angeles.

The Media

Roger H. Strawbridge named president and general manager of WCME Brunswick, Me. Other appointments: **William N. McKeen,** vp and commercial manager; **Jack Stelling,** promotion manager; and **William DeCesare,** account executive.

MR. PFEIFFER

Edwin W. Pfeiffer, formerly commercial manager of KOTV (TV) Tulsa, Okla., to WGR-TV Buffalo as sales manager. Mr. Pfeiffer previously was account executive at Edward Petry & Co. and on local sales staff of WDEL-TV Wilmington, Del.

David Gordon and **Read Wight** elected vps of WPAT New York. Mr. Gordon is WPAT's music director and Mr. Wight, director of client relations.

Jack L. Katz, owner of KQAL-FM Omaha, Neb., appointed general manager of KMEO that city, succeeding **Herbert Golombeck,** resigned. Mr. Katz, formerly film director, buyer and account executive at KMTV (TV), there, continues his interest in KQAL-

FM, where **Bill L. Dunbar** has been named general manager.

Victor B. Siman, director of sales at KMGM Albuquerque, N.M., promoted to general manager. **Frank Sanzo,** account executive, succeeds Mr. Siman.

J. Lathrop Viemeister, formerly budget manager at WXIX (TV) Milwaukee, appointed station controller at WBBM Chicago.

Gideon Klein, formerly regional sales manager of KCMT-TV Alexandria, Minn., to KWWL-TV Waterloo, Iowa, as sales manager.

Al Boyd promoted from sales manager to national sales manager of WLS Chicago. **Armand Belli,** formerly account executive at WTAE (TV) Pittsburgh, succeeds Mr. Boyd as sales manager.

Les Atlass Jr. appointed general manager of WJOB Hammond, Ind. **Len Ellis** named station and sales manager.

Eugene McCurdy, director of market research and development at WBAL-TV Baltimore, appointed director of local sales.

Frank Armstrong promoted from account executive to assistant national sales manager at WDIA Memphis, Tenn.

Lynn Herrick joins WTOP-TV Washington, D.C. as director of sales promotion, succeeding **Twila Walker** who transfers to WTOP.

Inez Aimee, formerly broadcast supervisor with Norman, Craig & Kummel, N.Y., to WINS, that city, as research and sales promotion director.

Michael E. Drechsler appointed director of sales promotion for WKNB West Hartford, Conn.

David E. Eschelbacher, Howard Citron and **Robert H. Ellsworth** promoted to studio services manager, studio effects and properties supervisor, and administrative assistant to scenic service manager, respectively, at ABC-TV. Mr. Eschelbacher formerly was studio effects and properties supervisor, Mr. Citron, administrative assistant to scenic services manager and Mr. Ellsworth, studio supervisor.

Dave McCracken, senior film editor at WNAC-TV Boston, promoted to film department commercial manager.

John B. Buckstaff, broadcasting director at Illinois Institute of Technology in Chicago, to U. of Chicago's radio-tv office as assistant director of educational broadcasting.

John O. Downey, formerly program manager of KDKA Pittsburgh, to WCAU-TV Philadelphia as program director, effective May 1.

William N. Early, formerly trial attorney with FTC and recently on active duty with office of Judge Advocate General of U.S. Air Force, joins staff of Washington law firm of McKenna & Wilkinson.

George R. Oliviere, formerly sales manager of WOL Washington, to WTTG (TV), that city, as account executive.

Sam Holman, formerly production manager of KQV Pittsburgh, to WLS Chicago in similar capacity.

Don Edwards transfers from WBCM Bay City, Mich., to WBCM-FM. **Dean Carver** joins WBCM as continuity director.

Don Gilman, formerly with KSWI

5 new vp's, 6 directors at Storer

MR. LEE MR. MARTIN MR. WICKHAM MR. NEARY MR. MCMURRAY

Storer Broadcasting Co. has announced these executive changes following last week's board meeting in Miami. Elected vps were: **Terry H. Lee,** managing director of WAGA-TV Atlanta, Ga., **Reginald B. Martin,** managing director of WSPD Toledo, Ohio, **Ben Wickham,** managing director of WJW-TV Cleveland, **Bernard E. Neary,** managing director of WGBS Miami and **Maurice E. McMurray,** national sales director, headquartered in New York. Appointed to board of directors were: **Stanley L. Willis,** president and general manager of Standard Tube Co., Detroit, Storer subsidiary, **James P. Storer,** national sales manager of WIBG Philadelphia, **Peter Storer,** managing director of WSPD-TV Toledo, Ohio, **Bill Michaels,** vp and managing director of WJBK-TV Detroit; **Lionel F. Baxter,** vp and national radio director; and **Hugh P. Rusk,** vp and publisher of company's wholly-owned subsidiary, Miami Beach Sun Publishing Co.

KEEP TIME

Minerva

Centralized Register STOPWATCH

Radio and TV people—get the most of every minute you pay for—to the last split-second with the Minerva Stopwatch designed for radio and TV use! Eliminates the possibility of "last minute" errors — easy-reading — OFFICIALLY ADOPTED by major networks. Write TODAY for complete catalog.

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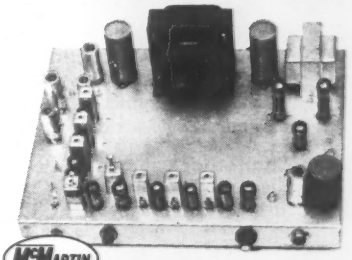

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Better sound sells FM on main carrier and subs. Better sales result with carefully engineered and reliable receiving equipment. At Continental rigid quality control and extreme manufacturing care guarantees you and your listeners the finest reception . . whatever your requirements.

Lease (without down payment) and Lease Purchase Plans available.

Write or call

CONTINENTAL MANUFACTURING, INC.

1812 California Street - Omaha, Nebr.

Council Bluffs, Iowa, to KOIL Omaha, Neb., as account executive.

Mark Evans, formerly announcer-air personality at WTOP-AM-TV Washington named vp of public affairs for Metropolitan Broadcasting Corp., N. Y.

Dan Millikin joins WCKY Cincinnati as account executive.

Alice Johnson joins sales staff of WCAE Pittsburgh.

Richard P. Levy, formerly account executive with WCAU-TV Philadelphia, joins Edward Petry & Co., N.Y. as tv account executive.

John G. Sherwin, formerly in Petersen Publishing Co.'s New York office, joins N.Y. tv sales staff of The Katz Agency, Inc., station rep.

Elena Nelson, assistant publicity manager for WPIX (TV) New York, named manager of publicity.

Tom Blair, formerly air personality with KSEO Durant, Okla., joins Gila Broadcasting Network as news director. **Jerry Stephens,** formerly air personality with KOMA Oklahoma City, named network production and music director. Gila network includes: KGLU Stafford, KCKY Coolidge, KZOW Globe, KCLF Clifton and KVNC Winslow, all Arizona.

John Bowden, formerly news editor-disc jockey for WFMD Frederick, to WBAL-FM Baltimore, both Maryland, as announcer.

Jack Beck, CBS news director for KNX Hollywood and CBS Pacific Radio Network since 1946, named staff producer on *CBS Reports* for CBS-TV. Mr. Beck will continue to provide west coast coverage for CBS News, and handle production assignments for *Small World* series.

John Chancellor named NBC News correspondent in Moscow. Mr. Chancellor's current assignment is in London.

Ken Croes, program director of KERO-TV Bakersfield, Calif., named newscaster.

Susan Morrison joins staff of WDRC Hartford, Conn., as member of commercial department.

Fred Hessler, veteran sportcaster in west coast area, joins KMPC Los Angeles for morning sports show and as broadcaster of UCLA football games.

Carl Edberg named engineering supervisor of WWTV (TV) Cadillac, Mich. **Randy Martin,** formerly of CKSO-TV Sudbury, Ont., joins WWTV as announcer.

Ed Bang, formerly sports writer for *The Cleveland News* for more than 50 years, joins WDOK, that city, as evening sports personality.

Bob Fuller, formerly with WMEX Boston, to WJAB Portland, Me., as air personality, succeeding **Jim Sands,** now with WSLS Roanoke, Va.

Bob Dahlgren, formerly air personality with WCAO Baltimore, to WIP Philadelphia in similar capacity.

Stan Scott, formerly air personality with WSAI Cincinnati, to WING Dayton, both Ohio, in similar capacity.

Jerry Mason, formerly disc jockey with WQXI Atlanta, Ga., to WHB Kansas City in similar capacity.

Programming

MR. FRANKEN

Jerry Franken, formerly executive director of advertising and publicity for NTA New York, named executive director of advertising, publicity and promotion of National Theatres & Television with responsibility for all activities in these areas for company and subsidiaries. **Fay S. Reeder,** formerly pr director for theatres only, is now director of advertising, publicity and promotion for NT&T. **Martin Roberts,** director of promotion for NTA, named director of advertising and promotion, television. **Pete Latsis,** formerly assistant director of advertising and publicity, theatres, promoted to director of advertising and publicity, theatres. **Dean Hyskell,** who was formerly in advertising and publicity, theatres, promoted to west coast director of tv publicity, succeeding **Alfred E.J. Stern,** appointed western director of publicity for Cinemiracle Pictures Corp., NT&T subsidiary.

Gilbert Haimsohn appointed production supervisor of Magna Film Productions, Watertown, Mass.

Rudy Larriva, formerly with UPA Pictures as director of "Mr. Magoo" cartoons, joins Format Films, Los Angeles, as director of new series.

Stephen Muffatti, formerly director of tv commercials and industrial films for Transfilm Inc., N.Y., appointed director of commercials for Terrytoons, division of CBS Films, there.

MR. SEIDELMAN

Robert Seidelman, director of sales syndication for Screen Gems, New York, promoted to vp in charge of syndication. He joined Screen Gems in 1957 when SG absorbed Hygo Tv Films and Unity Tv where he was vp and sales manager. **Charles W. Fries,** executive production manager, also named vp. He will be responsible for supervision of physical production and administration of all departments involved in production operations.

Desi Arnaz and **David Susskind,** representing west and east coasts, respectively, named producers of 12th Annual Emmy Awards.

MR. HUDSON

Hal Hudson, formerly executive vp, creator and producer of *Zane Grey Theatre,* resigns. He is in negotiations for long-term deal with Paramount for production of several series scheduled for 1960-61 season.

Ralph M. Brozan, formerly of New York law firm of Brozan and Holman, joins Paul Hand Productions, that city, producers of closed circuit tv shows,

Shulman named

Lee Shulman of KING-TV has been elected as president of the board of governors of the new Seattle (Wash.) Chapter of the National Academy of Television Arts & Sciences. Other officers elected: (all stations are Seattle) **Larry Field,** KIRO-TV, vp in charge of operations; **Bill Vandermay,** KOMO-TV, vp of programs; **Al Amundsen,** freelancer, secretary; and **Al Hunter,** KING-TV, treasurer. Remainder of the 22 member *pro tem* board, which will serve until a permanent board is elected in July, includes: **Stan Boreson,** KING-TV; **Chris Wedes,** KIRO-TV; **Herb Robinson,** KOMO-TV; **Ron Forsell,** KIRO-TV; **Bill Hubbach,** KOMO-TV; **Tom Blosl,** Botsford, Constantine & Gardner; **Bob Hurd,** Cole & Weber; **Bob Ferguson,** KING-TV; **Cy Flory,** KIRO-TV; **Christopher Spier,** KING-TV; **Jerry Tolle,** Miller, Mackay, Hoeck & Hartung; **Bob Dinsmore,** KOMO-TV; **Bob Laing,** KING-TV; **Tom Carson,** KIRO-TV; **Ted Simpson,** KING-TV; **Lyle Goltz,** KIRO-TV and **Bob Witmer,** KIRO-TV.

tv films and non-theatrical motion pictures as account executive.

George Atkins signs writing contract with UPA Pictures Inc. where he will develop original stories for "Mister Magoo" series.

Ed Uecke named director of newly-formed developmental engineering department at Capitol Records Inc., Hollywood, Calif.

Frank Pierson, associate producer on *Have Gun, Will Travel,* promoted to producer. **Howard Joslin,** formerly unit manager on series, succeeds Mr. Pierson. **Peter Ballas** named story editor.

Equipment & Eng'ring

MR. TINKHAM

Russell J. Tinkham, founder and formerly president of Magnecord Inc. and previously executive of Ampex Corp., forms Vega Electronics Corp., Cupertino, Calif. Vega will concentrate activities in electro-acoustical and electro-mechanical fields with emphasis on precision and digital analogue magnetic recording equipment. Other staff personnel: **Walter C. Hironimus,** formerly chief engineer of Wilcox-Gay, to vp and chief engineer; **C. Arthur Foy, Robert Z. Langevin, Francis A. Dicus, Ralph L. Brown, Roger S. French** and **William E. Magnie,** all formerly with Ampex Corp.

Marvin C. Lewis, commercial product planner for Raytheon Co., Waltham, Mass., promoted to manager of commercial marketing research.

J. Gordon Edge appointed marketing manager of radio noise filters and feed-thru-capacitators for Cornell Dublier Corp. He will headquarter in New Bedford, Mass.

Norman W. Dakin, formerly with Philco Corp., appointed regional sales manager of Admiral Sales Corp. His territory includes Cleveland, Youngstown and Toledo, all Ohio, and Fort Wayne, Ind.

Glen E. Schafer appointed sales manager in midwest area for Motorola's Semiconductor Products Div. He will supervise division sales in Michigan, Ohio, West Virginia and Pennsylvania.

William S. Marks Jr., formerly assistant to the vp of research, Radiation Inc., Orlando, Fla., appointed consultant on military communications-electronics at Zenith Radio Corp., Chicago.

International

Terry Kielty, assistant manager of CFRA Ottawa, Ont., named manager succeeding **Tom Foley** who died in an automobile accident at Toronto last month. **George Gowling,** commercial manager of CFRA, named secretary-treasurer and director.

Gordon Forsyth, formerly of Young & Rubicam Ltd., and Foster Adv. Ltd., both Toronto, to radio-tv production manager of Paul, Phelan & Perry Ltd. (advertising agency), that city.

Robert Lapthorne appointed by Fremantle International, N.Y., to service company's tv accounts in Australia.

Allied Fields

Nat Welch, formerly vp sales of ORR Industries, Opelika, Ala., manufacturer of magnetic tape, resigns to form own company, Nat Welch, Business Development, which will deal in management and financing services.

Barbara Wilkens, formerly publicity director of WNTA-TV New York, named promotion director of Talent Publicity Assoc., N.Y., radio-tv and entertainment pr firm.

INTERNATIONAL

Third service, on uhf, urged for Britain

A third television service for Britain's viewers on the uhf band has been urged by Gerald Beadle, tv director of BBC.

Mr. Beadle, addressing the Incorporated Advertising Managers' Assn., said that a third tv channel is needed "to give a perfect service both for BBC and ITA [Independent Television Authority] to England and Northern Ireland."

The channels allocated to Great Britain, Mr. Beadle emphasized, are under international agreement and are for two services.

BBC's television service covers 98.5% of the population, Mr. Beadle said. ITA's covers 92%.

Nielsen in Canada

The Canadian branch of the A.C. Nielsen Co. has started putting together a Nielsen Broadcast Index in 15 major markets there.

George W. Ralph, vice president and broadcast division manager of Nielsen Canada, said the initial 15-market rating coverage, an extension of the Neilsen Service Index in this country, would account for 80% of Canada's tv homes. The service eventually will be expanded to the whole country.

The markets: Calgary, Edmonton, Hamilton, Halifax, Kingston, London, Montreal, Ottawa, Quebec City, Regina, Sherbrook, Toronto, Vancouver, Windsor and Winnipeg. Reports on four of the markets—Montreal, Toronto, Vancouver and Winnipeg—will begin this summer. The others will start in the fall.

Overseas station rep makes staff changes

Intercontinental Services Ltd., New York, overseas radio-tv station rep firm, has realigned its executive staff. Also announced was the establishment of an associate company, International Services Ltd., with offices in Beirut, Bangkok, Hong Kong, Manila, Tokyo and Mexico City. ISL also recently opened new headquarters offices at 20 E. 46th St., New York.

In executive changes Harry M. Engel Jr. moves up to president and general manager of ISL succeeding Stephen A. Mann, who resigned to become sales manager of ABC International, a newly-formed division of the American Broadcasting Co. Other ISL officers are Walter Staskow, executive

Leif Ericson made things happen in Norway... and

WPEN

RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN

Represented nationally by GILL-PERNA

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CONSOLIDATED SUN RAY STATIONS

WPEN, *Philadelphia;* WSAI, *Cincinnati;* WALT, *Tampa*

vice president; Jeanette F. Sytsma, vice president and treasurer, and John P. Barton, who joins the company as vice president and sales manager. He was formerly manager of KUAM-AM-TV Guam. Mr. Engel is president of the Guam stations.

The new associate company's activities, Mr. Engel said, include "consulting in the management, program, sales, and technical facets of the radio-tv business." International Services, he stated, is negotiating for station licenses, "generally with local participation," in various markets. (Uganda, Egypt, Malaya, and others). The company is also prepared to assemble and distribute low-cost tv receivers.

Canadian radio-tv get 25% of ad revenue

Canadian radio stations last year took in $26.9 million in national advertising, a gain of 29% in five years, according to a report made for the Canadian Assn. of Broadcasters by the Toronto management consultant firm of Wood, Gordon & Co. The report was presented at the CAB annual meeting in March. Radio accounted for 11.4% of the total advertising in Canada last year, 10.5% of the national advertising.

Television accounted for about $32 million or 13.6% of all Canadian advertising last year, up from 1.7% in 1953, while national advertising on tv increased from 3.5% in 1953 to 20.8% last year.

The report pointed out that 75% of all national radio advertising went to 41 stations, 23% of the total. More than 75% of all national television advertising went to 14 stations, 35% of the total in operation.

Israeli commercial tv

The Israeli government radio has inaugurated spot advertising. With Israeli Cabinet approval, the spot announcements will be given a six months' trial run. The present system calls for 40 spot commercials a day of 15-second duration. More than half of the advertising time for the next six months is already sold.

FANFARE

Station promotion study released

The average tv station allocates about 3.6% of its annual gross revenues to general promotion, exclusive of salaries. And audience promotion is by far the greatest activity at stations, averaging 2.2% of gross revenues.

These are some of the findings which emerge from a tv promotion-publicity-merchandising survey released by Broadcasters' Promotion Assn. It's part of an overall radio-tv promotion study conducted by its special projects committee under John Hurlbut, WFBM-AM-TV-FM Indianapolis. The results were announced by BPA President Gene Godt, KYW-TV Cleveland. The study covered last October-November.

Approximately 92% of all tv stations have fulltime promotion departments, while 72% of all outlets maintain fulltime departments. Newspapers get about 38.5% and trade books 25.3% of promotion budgets in tv, while the figures run 23.8% and 19.4%, respectively, in radio promotion.

The study also breaks down stations by area set count groups, am affiliations, departmental setups, number of personnel and other factors, including station budgeting practices.

May is 'Radio Month'

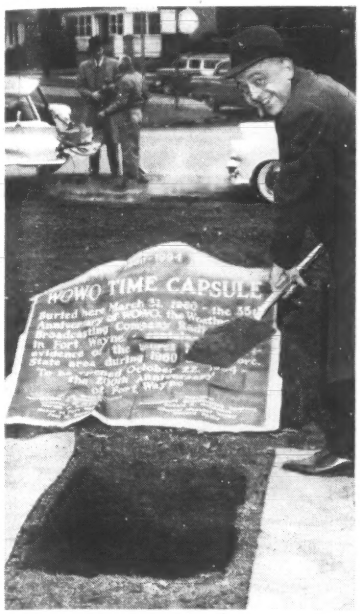
Promotion material for use by radio stations in celebrating National Radio Month in May has been distributed by NAB. The observance is centered around the theme, "Radio, the Heart Beat of Main Street."

New jingles created by Faillace Productions, New York, have been recorded by 19 top singers and musicians. They were pressed by Gotham Recording Corp., New York, on 33⅓ rpm 12-inch discs. These discs include 30-second and 10-second vocal-instrumental versions of jingles plus a 60-second all-instrumental cut for use by

Eye Catcher ■ A window display on New York's Park Ave. just north of Grand Central, is designed to catch the commuting advertising executive. The animated, 12-foot display at 250 Park Ave. (branch of the Marine Midland Trust Co.) was set up by Peters, Griffin, Woodward, station representation firm. Theme of the display is "America's most popular news programs and newscasters are local."

A silhouetted map of the U. S. shows PGW-represented radio and tv stations against a background photomural of typical local news events. A 17-inch screen in the center of the map has a rear projection unit that shows slides of the station's call letters, their top newscasters and news stories currently being covered. The slides change automatically every six seconds, creating in five minutes a national cross section of important news stories in the local markets.

Each station is cooperating in the promotion furnishing newsfilm shot each day. Some 60 stations (radio and tv) are represented. The display is in movement 8 a. m.-7 p. m. each day. After a short stay in New York, the display will be "bicycled" for showings in all nine cities where PGW has offices.



Listening for grandsons ■ Folks around in 1994 will get a radio-eye view of Ft. Wayne, Ind., by simply digging up a sealed time capsule. Buried by WOWO, that city, the capsule contains a transistor radio, phonograph records, tape recordings of prominent radio voices, color slides of Ft. Wayne churches, a weathercast tape, and over 200 other items which should be of interest to Hoosier heirs.

The permanently-sealed, stainless steel "bomb" was buried March 31 on the grounds of the Ft. Wayne historical museum. A plaque will be hung in the museum to remind future radio fans that it is to be opened Oct. 22, 1994—the 200th anniversary of the city.

WOWO general manager Ed Wallis used a golden shovel to hollow out the burying ground for the capsule. The event was a highlight in the station's 35th anniversary celebration.

stations under their own promotional announcements or mixed with other program material.

The NAB promotional kit includes fact sheets about radio, sample news releases, newspaper mat, speech text for local use by broadcasters; proclamation to be signed by mayors or city managers; tips for local promotions and programs, and order forms for a promotional film and additional speech texts.

Oscar's record

The $700,000 that the motion picture business put out for the tv-radio *Oscar* show may have ruined the national box office for a night, but already compensating millions are flowing in. Moviemen estimate they more than doubled their investment in hoopla surrounding the two-nation simulcast, with television and radio carrying a fair share of the publicity here and in Canada.

The audience, acting on the movies' own advice, stayed away in droves from theatres April 4 and gave the show a historic rating. Arbitron's seven-city service recorded a thumping 51 average for the nearly 2½ hours (including the preceding 10-10:30 p.m. Oscar interview show sponsored by Procter & Gamble). The Arbitron all-time high compares with last year's seven-city Oscar rating of 47.3, which was the old Arbitron record. (Weekly Arbitron highs average in the twenties and low thirties.) Trendex' 30-city service recorded an 83.6 average minute audience tuned for the first half hour of the award show and 71 for the 10-11 hour. (Trendex telephoners don't take ratings after 11 p.m. in the various time zones.)

Box office lines were forming the day after the NBC radio-tv show. Metro-Goldwyn-Mayer was talking about a possible unprecedented gross of $100 million internationally for "Ben Hur," which took 11 Oscars. The British entry, "Room At The Top," may make another half million in this country after leading lady Simone Signoret's Oscar and its best-picture nomination. The exposure probably will increase the fortunes of "Black Orpheus" by 50% in bookings after its "best foreign language film" designation.

The Motion Picture Assn. of America says the promotion got twice the play of last year's. Exhibitors, who chipped in on the bill, did yeoman work to keep their customers at home. NBC also is credited by the association with a "magnificent job" of promotion. The association is satisfied that the success in the Hollywood mammoth tradition grew out of a unified effort, conducted "as if all nine major studios got together on one picture."

Committees and subcommittees of MPAA and exhibitor organizations saw that Oscar got maximum exploitation in every conceivable medium from telephone and mail meter to outdoor, car card and halls of Congress. Among television and radio stations, non-partisan cooperation was obtained from network affiliates and independents alike. Stations programmed announcements and shows. Record companies joined in to promote old award songs as well as this year's nominees. The MPAA disc-jockey kit containing discs of nominated songs went to 1,000 d.j.'s this year, more than triple last year's list. NBC got special recognition from the sponsor for a record number of plants in all media. One windfall was especially noted by MPAA. WCBS-TV programmed films starring old Oscar winners the week leading up to the NBC-TV show this year.

In the 30-second mid-show break (185 stations lined up by Donahue & Coe at a cost of $36,000) Olivia De Havilland chided viewers, "Why aren't you at the movies?" The immediate answer is obvious but bullish moviemen are confident viewers have taken the suggestion for theatre-going days to come.

'Color Day' success

A complete telecast day given over to color on April 10 by KMTV (TV) Omaha (BROADCASTING, April 11) was hailed by RCA distributors as "a perfect promotion."

KMTV (TV) programmed all day in color, carrying 10 hours of local and seven hours of network shows without a break. Joining in the extensive promotion was an RCA distributor, Sidles Co.; 50 dealers in Iowa and Nebraska and Omaha's four leading realty firms.

KMTV General Manager Owen Sad-

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA
THE BIG STATION IN SHREVEPORT, LOUISIANA
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
NBC ABC E. Newton Wray, Pres. & Gen. Mgr.

dler received a message of congratulations from Robert W. Sarnoff, NBC board chairman, John L. Burns, RCA president and other industry leaders.

The station reported that from 250 to 600 people visited the distributors' stores during the promotion.

Media men to see game

WRC-AM-FM-TV Washington will host a group of New York radio-tv media executives at the opening game of the Washington Senators today (April 18.) The game will highlight the day's program for the media buyers of New York's leading agencies and members of NBC's Spot Sales organization who are scheduled to fly in this morning for a conference with department heads and inspection of station facilities of WRC.

After the morning business meeting a luncheon buffet will precede the season opener. Tom Paro, WRC-TV sales director, Joseph Goodfellow, manager of WRC-AM-FM, and Richard H. Close, vice-president of NBC National Spot Sales, will host.

WPIX puts it in a book

WPIX (TV) New York has produced a handsomely-printed book presenting the theme "WPIX is the *independent* station with *network* programming, audiences and advertising." The book is attractively packaged in a box, has color photographs as well as black-and-white and is 11 inches high by 14 inches long.

Examples are given of its programming by types, with pictures from what the station considers the outstanding programs representing these types. Scenes from WPIX-produced public service programs and educational tv are also reproduced. The second section reports on a Neilsen survey giving the profile of the average family that watches the station (age, income bracket, occupation, etc.) The book ends with a list of WPIX's national advertisers.

Many illustrations in color are included in addition to the photographs.

KFRO Wants to Know ■ Blotter mailing piece of KFRO Longview, Tex., serves as a handy reminder to recipients that station wants tips on all useable news.

■ Drumbeats

Premium plaque ■ The Texas Co. (Texaco), N.Y., and its agency, Cunningham & Walsh, same city, have received a bronze plaque from the Premium Industry Club in the consumer and retailer traffic building premium category for the best such promotion of 1959. The citation was presented at the National Premium Buyers Exposition in Chicago for Texaco's toy tank truck promotion (for auto check up in the fall season Texaco offered at $3.50 a Buddy "L" truck which retails at $7.95). The promotion appeared on commercials in Texaco's Huntley-Brinkley news shows (NBC-TV) and in spot TV in 85 markets as well as in dealer radio sponsorships. In addition, promotion appeared in other media.

'Trim' format ■ WAUX Waukesha, Wis., sent 340 Milwaukee area barbers letters suggesting that the station's relaxed musical programming would help hold customers still. The promotion was part of the station's "Music for People" program.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 7 through April 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
800 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

New Tv Stations

ACTIONS BY FCC

Grand Island, Neb.—Grand Island Telecasting Co. Granted vhf ch. 11 (198-204 mc); ERP 0.275 kw vis., 0.162 kw aur.; ant. height above average terrain 204 ft., above ground 229 ft. Estimated construction cost $26,000, first year operating cost $38,000, revenue $43,000. P.O. address 5570 Dallas, Tex. Studio-trans. location Grand Island. Geographic coordinates 40° 55′ 24″ N. Lat., 98° 20′ 36″ W. Long. Trans. Electron, ant. Prodelin. Applicant is Electron Corp., Dallas, applicant for tv permits in Reno, Nev. (see below) and Douglas, Ariz. Ann. April 13.

Santa Fe, N.M.—Santa Fe Telecasting Co. Granted vhf ch. 11 (198-204 mc); ERP 0.347 kw vis., 0.174 kw aur.; ant. height above average terrain 4 ft., above ground 159 ft. Estimated construction cost $31,000, first year operating cost $65,000, revenue $74,000. P.O. address 931 Society for Savings Bldg., Cleveland, Ohio. Studio-trans. location Corner of Washington and Water Sts., Santa Fe. Geographic coordinates 35° 41′ 17″ N. Lat., 105° 56′ 23″ W. Long. Trans. Electron, ant. Prodelin. Sole owner is **Harrison M. Fuerst** who has interests in KVOR Colorado Springs, Colo.; KPAS Banning and KTUR Turlock, both California. Ann. April 13.

APPLICATION

Eau Claire, Wis.—Central Bcstg. Co. uhf ch. 25 (536-542 mc); ERP 223.9 kw vis., 112 kw aur.; ant. height above average terrain 436 ft., above ground 489 ft. Estimated construction cost $146,500, first year operating

cost $60,000, revenue $30,000. P.O. address 2415 South Hastings Way, Eau Claire, Wis. Studio location Eau Claire, Wis. Trans. location Town of Washington, Eau Claire, Wis., 2415 S. Hastings Way. Geographic coordinates 44° 47' 58" N. Lat., 91° 27' 59" W. Long. Trans. RCA TTU12A, ant. RCA TFU 24DL. Legal counsel Scharfeld and Baron, Washington, D.C. Consulting engineer T.O. Jorgenson. Principals include **Morgan** and **Elizabeth Murphy**, 54.6%, and others, licensees of WEAU-AM-FM-TV Eau Claire. Ann. Mar. 28.

Existing Tv Stations

ACTION BY FCC

KCND-TV Pembina, N.D.—Granted mod. of cp to change ERP from 21 kw aur. and 10.5 kw vis. to 13.6 dbk (23 kw) vis. and 10.6 dbk (11.5 kw) aur., increase ant. height from 340 to 1,400 ft., and change type trans. and ant. Ann. April 13.

CALL LETTERS ASSIGNED

*WXGA-TV Waycross, Ga.—Georgia State Board of Education. Changed from WEGS-TV.

*WEGA-TV Savannah, Ga.—Georgia State Board of Education. Changed from WXGA-TV.

WFEN-TV Clearwater, Fla.—West Coast Telecasting Corp.

*KWCS-TV Ogden, Utah—Weber County School District.

Tv Translator Stations

ACTIONS BY FCC

Windom Area Television Inc., Windom, Minn.—Granted cps for three new tv translator stations on chs. 70, 77 and 83 to translate programs of WCCO-TV (ch. 4), KSTP-TV (ch. 5), both Minneapolis, and KELO-TV (ch. 11) Sioux Falls, S.D., respectively. Ann. April 13.

Miami Translator System, Miami, Tex.—Granted cps for three new tv translator stations on chs. 72, 78 and 82 to translate programs of Amarillo stations KGNC-TV (ch. 4), KVII (ch. 7) and KFDA-TV (ch. 10), respectively. Ann. April 13.

New Am Stations

ACTIONS BY FCC

Sarasota, Fla.—Radio Sarasota Co. Granted 1220 kc, 1 kw D. P.O. address 912 W. Wesley Rd., Atlanta, Ga. Estimated construction cost $19,060, first year operating cost $48,000, revenue $60,000. Equal partners are **J. Lee Friedman**, advertising agency and boys camp interests, **Paul Jones**, realtor, and **Harry LeBrun**, vice pres. **WLWA Atlanta**. Mr. Friedman and Mr. Jones own **WWOK Charlotte, N.C.** Ann. April 13.

Clayton, Ga. — Blue Ridge Bcstg. Co. Granted 1570 kc, 1 kw D. P.O. address Box 443, Seneca, S.C. Estimated construction cost $12,940, first year operating cost $31,440, revenue $30,000. Applicants are **Mr.** and **Mrs. J.A. Gallimore** who also own: 60% of **WLFA Lafayette, Ga.**; and 90% of WSSC Sumter; 50% of WBHC Hampton; 60% of WBAW Barnwell, and 52% of WABV Abbeville, all South Carolina. Ann. April 13.

Griffin, Ga.—Gladys McCommon Johnson. Granted 1410 kc, 1 kw D. P.O. address 2954 Crestline Dr., Macon, Ga. Estimated construction cost $18,735, first year operating cost $39,000, revenue $51,000. Mrs. Johnson, sole owner, is housewife. Ann. April 8.

Traverse City, Mich.—D.C. Summerford. Granted 1310 kc, 1 kw D. P.O. address 306 Lincoln Hill Dr., Battle Creek, Mich. Estimated construction cost $20,881, first year operating cost $52,000, revenue $57,000. Mr. Summerford, sole owner, is stockholder in WTMT Louisville, Ky. Ann. April 8.

Wilmer E. Huffman, Pratt, Kan.; Francis C. Morgan Jr., Larned, Kan.; Pier San Inc., Larned, Kan.—Designated for consolidated hearing applications for new am stations to operate on 1290 kc. Mr. Morgan and Pier San with 500 w D, and Mr. Huffman with 500 w-N, 5 kw-LS, DA-2 (BP-12021, 12749, 12750); made KSOK Arkansas City, Ark., party to proceeding. Comr. Bartley concurred in part but favored including multiple ownership issue. Ann. April 13.

Brandywine Bcstg. Co., Media, Pa.; Boyertown Bcstg. Co., Boyertown, Pa.; Dinkson Corp., Hammonton, N.J. — Designated for consolidated hearing applications for new daytime am stations to operate on 690 kc; made WADS Ansonia, Conn.; WCBM Baltimore, Md.; WOR New York City, and WNNT Warsaw, Va., parties to proceeding. Waived sec. 1.354 (h) (1) of rules with respect to minor engineering change in Boyertown application; denied Brandywine request to give Boyertown new file number. Ann. April 13.

APPLICATIONS

San Fernando, Calif.—Sun State Bcstg. System 1210 kc, 10 kw D. P.O. address 13273 Ventura Blvd., North Hollywood, Calif. Estimated construction cost $47,300, first year operating cost $80,000, revenue $150,000. Principals include **Donald H. Blanchard**, 61.37%, **Richard H. Burton**, 11.4%, and others. Mr. Blanchard is attorney with interest in electrical contracting firm. Mr. Burton is his law associate. Ann. April 11.

New Milford, Conn.—George F. O'Brien 940 kc, 1 kw D. P.O. address 20 Robinson Ave., Danbury, Conn. Estimated construction cost $38,130, first year operating cost $60,000, revenue $60,000. Applicant is in insurance. Ann. Mar. 31.

Louisville, Ky. — Mainliner Bcstrs. 1500 kc, 10 kw D. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost $105,000, first year operating cost $120,000, revenue $150,000. Principals are **John M. Bryan** and **Reid W. Dennis**, equal partners. Mr. Bryan is in hardware and real estate. Mr. Reid is in insurance. Ann. April 4.

Lancaster, S.C.—Palmetto Bcstg. System 1560 kc, 1 kw D. P.O. address Lancaster, S.C. Estimated construction cost $13,530, first year operating cost $30,000, revenue $36,000. Principals include **B.L. Phillips Jr.**, **Michael C. Turner** and **John D. Martin**, 33⅓% each. Messrs. Phillips and Turner are employes of WIST Charlotte, N.C. Mr. Martin is employe of WLCM Lancaster, S.C. Ann. April 13.

Summerville, S.C. — Radio Summerville Inc. 980 kc, 500 w D. P.O. address Summerville, S.C. Estimated construction cost $18,631, first year operating cost $25,720, revenue $36,000. Principals include **N.H. Hamilton**, 50%, **Norman M. Mathews**, 25%, and others. Mr. Hamilton is attorney. Mr. Mathews is stockholder and manager, WDIX Orangeburg, S.C. Ann. April 7.

Existing Am Stations

ACTIONS BY FCC

KART Jerome, Idaho — Granted change from unl. to D, with specified hours, continuing operation on 1400 kc, 250 w. Ann. April 8.

WZIP Covington, Ky.—Granted application to change station and main studio location to Cincinnati, Ohio. Ann. April 13.

KWNO Winona, Minn.—Granted change in operation on 1230 kc from 250 w unl., to 1 kw-LS, DA-D, with continued nighttime operation with 250 w; engineering conditions. Ann. April 13.

KARR Great Falls, Mont.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; engineering condition. Ann. April 8.

KATL Miles City, Mont. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N. Ann. April 8.

KVCK Wolf Point, Mont. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; remote control permitted. Ann. April 13.

KELK Elko, Nev.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N. Ann. April 8.

KGRT Las Cruces, N.M. — Granted increase of power from 1 kw to 5 kw, continuing operation on 570 kc D. Ann. April 8.

WMSA Massena, N.Y.; WTWN St. Johnsbury, Vt.; WDCR Hanover, N.H.; WIRY Plattsburg, N.Y. — Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N, WIRY with DA-D. Ann. April 13.

WSLB Ogdensburg, N.Y. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; engineering condition. Ann. April 13.

WEOK Poughkeepsie, N.Y.—Granted increase of power from 1 kw to 5 kw, with DA, continuing daytime operation on 1390 kc; engineering conditions. Ann. April 13.

WGUS North Augusta, S.C. — Granted change of facilities from 1600 kc, 500 w D, to 1380 kc, 1 kw D; remote control permitted. Ann. April 13.

WDXN Clarksville, Tenn. — Granted increase of power from 250 w to 1 kw, continuing operation on 540 kc D; remote control permitted; engineering condition. Comr.. Bartley dissented. Ann. April 13.

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1st in new york
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RCA

KVLF Alpine, Tex.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N; remote control permitted. Ann. April 8.

KNOW Austin, Tex.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N; made KIBL Beeville, KCNY San Marcos, KNEL Brady, and KSAM Huntsville, all Texas, parties to proceeding. Ann. April 13.

KZOL Muleshoe, Tex.—Granted application to change location to Farwell, continuing operation on 1570 kc, 250 w D; engineering condition. Ann. April 13.

KALL Salt Lake City, Utah—Granted that part of application for change of trans. site and waiver of sec. 3.41 of rules to install 5 kw-trans., type accepted for 1 and 5 kw. Is being advised that, insofar as it seeks increase in daytime power from 1 kw to 5 kw, application indicates necessity of hearing on multiple ownership issue. Comr. Lee concurred in part and dissented in part. Ann. April 13.

WTON Staunton, Va.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N; remote control permitted; engineering condition. Ann. April 13.

WHSM Hayward, Wis.—Granted change on 910 kc from 1 kw D to 5 kw DA-D; engineering conditions. Ann. April 8.

APPLICATIONS

WCNX Middletown, Conn.—Cp to increase power from 500 w to 1 kw and make changes in trans. equipment (1150kc). Ann. April 11.

WJOE Ward Ridge, Fla.—Cp to change frequency from 1570 kc to 1530 kc; increase power from 250 w to 1 kw; install new trans. Ann. April 13.

WAAT Trenton, N.J. — Cp to change hours of operation from D to unl., using power of 5 kw; install DA and new trans. and change ant.-trans. location (request waiver of sec. 3.28 [c] of rules) (1300 kc). Ann. April 11.

WGWR Asheboro, N.C.—Cp to change hours of operation from D to unl., using power of 500 w; N-5 kw; D (increase power from 1 kw) install DA N&D (DA-2); install new trans (1260kc). Ann. April 7.

CALL LETTERS ASSIGNED

KZOW Globe, Ariz.—Gila Bcstg. Co. Changed from KWJB.

KXIV Phoenix, Ariz.—Camelback Bcstg. Inc. Changed from KONI.

WYSL Amherst, N.Y.—McLendon Corp. Changed from WINE.

WDLE Delaware, Ohio—Somerset Bcstg. Co.

KWLD Liberty, Tex.—Liberty Bcstg. Co. Changed from KLBG.

KAYG Lakewood, Wash.—KHFA Inc. Changed from KHFA.

New Fm Stations

ACTIONS BY FCC

Auburn, Calif. — Donnelly C. Reeves. Granted 101.1 mc, 4.6 kw D. P.O. address P.O. Box 950, Auburn, Calif. Estimated construction cost $11,650, first year operating cost $6,000, revenue $6,000. Applicant also owns KAHI Auburn. Ann. April 13.

Aurora, Ill.—Russell G. Salter. Granted 95.9 mc, 1 kw. P.O. address 914 S. Catherine Ave., LaGrange, Ill. Estimated construction cost $36,650, first year operating cost $20,000, revenue $28,000. Applicant is sole owner of WBEL Beloit, Wis. Ann. April 8.

Elgin, Ill.—Elgin Bcstg. Co. Granted 94.3 mc, 1 kw. P.O. address 156 Division St., Elgin, Ill. Estimated construction cost $9,502. Elgin Bcstg. Co. is licensee of WRMN Elgin. Applicant fm will duplicate WRMN programming. Ann. April 13.

Richmond, Ind. — House of Sound Inc. Granted 96.1 mc, 32 kw. P.O. address Greens Fork, Ind. Estimated construction cost $33,652, first year operating cost $26,000, revenue $30,000. Principal applicants are **Richard N.** and **Jacqueline A. Williams**, who operate radio-tv retail store. Ann. April 13.

Grand Rapids, Mich. — Ottawa Bcstg. Corp. Granted 94.5 mc, 36.96 kw. P.O. address Route 31 & James St., Holland, Mich. Estimated construction cost $26,590, first year operating cost $30,000, revenue $37,500. Principals include **Bernard Brookema**, 50.9% and others. Mr. Brookema is 50% owner of WJBL Holland, Mich. Ann. April 13.

Hess-Hawkins Co., St. Louis, Mo.—Modified cp for new fm station to change station location to East St. Louis, Ill.; no changes in facilities. Ann. April 13.

Rochester, N.Y.—State Bcstg. Inc. Granted 100.5 mc, 5.08 kw. P.O. address 130 Clinton Ave. South, Rochester, N.Y. Estimated construction cost $12,040. Applicants are **Frank W. Miller Jr.** and **Lee W. Miller**, 50% each. Frank W. Miller Jr. is in publishing business. Ann. April 13.

Forest City, N.C. — Tri-City Bcstg. Co. Granted 105.3 mc, 3.33 kw. P.O. address P.O. Box 280, Forest City, N.C. Estimated construction cost $8,763, first year operating cost $4,200, revenue $8,000. Principals are **Gerard T. Becknell** and **A. Hager Lovelace**, equal partners, owners of WAGY Forest City, N.C. Ann. Mar. 4.

Paul J. Molnar, Ohio Music Corp., Cleveland, Ohio — Designated for consolidated hearing applications for new class B fm stations to operate on 93.1 mc. Ann. April 8.

Taliesin Bcstg. Co., Douglas G. Oviatt & Son, Cleveland, Ohio—Designated for consolidated hearing applications for new class B fm stations to operate on 95.5 mc. Ann. April 13.

South Boston, Va. — Halifax Bcstg. Co. Granted 97.5 mc, 2.4 kw. P.O. address Box 490, South Boston, Va. Estimated construction cost $10,712, first year operating cost $3,000, revenue $5,000. Applicant is **John L. Cole Jr.**, who is owner of WHLF South Boston, and WMEK Chase City, both Virginia. Ann. April 8.

Milwaukee, Wis.—Beacon Electronics Inc. Granted 102.1 mc, 38.9 kw. P.O. address 715 N. Milwaukee St., Milwaukee, Wis. Estimated construction cost $20,450, first year operating cost $35,000, revenue $40,000. Principals include **Paul T. Foran**, 30.42% and **Robert G. Bickel**, 14.07%, and others. Both Messrs. Foran and Bickel are attorneys. Ann. April 13.

APPLICATIONS

Huntsville, Ala.—Hughey Bcstg. Co. 92.9 mc, 3.071 kw. P.O. address % Mitchell Jerome Hughey, 2409 9th Ave., Huntsville, Ala. Estimated construction cost $12,750, first year operating cost $18,000, revenue $45,000. Principals are **Austin Hughey**, 55%, and **Mitchell J. Hughey**, 45%. Austin Hughey is employe of chemical corporation. Mitchell Hughey is in advertising. Ann. April 11.

Miami, Fla.—Fm Bcstg. Co. of Florida. 99.1 mc, 17.7 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $24,128, first year operating cost $32,120, revenue $43,800. Principals are **J. Ernest Stroud**, 50%, **B.W. Moore** and **Jimmie A. Nail**, 25% each. Mr. Stroud is in real estate. Mr. Moore is in engineers services. Mr. Nail is in land surveys. Ann. April 11.

Tampa, Fla.—Fm Bcstg. Co. of Florida. 102.5 mc, 8.9 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $23,428, first year operating cost $32,120, revenue $43,800. Principals are **J. Ernest Stroud**, 50%, **B.W. Moore** and **Jimmie A. Nail**, 25% each. Mr. Stroud is in real estate. Mr. Moore is in engineering services. Mr. Nail is in land surveys. Ann. April 11.

Lynn, Mass.—Harvey Sheldon. 105.3 mc, 1.032 kw. P.O. address 441 Farmington Ave., Hartford, Conn. Estimated construction cost $23,200, first year operating cost $18,450, revenue $24,000. Applicant is employe of WMAS Springfield, Mass. Ann. April 11.

Existing Fm Stations

ACTIONS BY FCC

WJHL-FM Johnson City, Tenn.—Waived sec. 3.204 (a) of rules to permit use of 250 w trans. and reduced ERP from 9.6 kw to 800 w, continuing operation on 100.7 mc; ant. height 1,400 ft. Ann. April 8.

WEAW-FM Evanston, Ill.—Granted SCA to engage in functional music operation on multiplex basis. Ann. April 8.

KAFE (FM) Oakland, Calif.—Granted cp to move station to San Francisco and to increase ERP from 1.71 kw to 100 kw, ant. height from 1,080 ft. to 1,120 ft., continuing operation on 98.1 mc; remote control permitted; engineering condition. Ann. April 8.

CALL LETTERS ASSIGNED

KTAR-FM Phoenix, Ariz.—KTAR Bcstg. Co.

KCHV-FM Coachella, Calif.—Coachella Valley Bcstg. Co.

KPGM (FM) Los Altos, Calif.—William J. Greene.

KATT (FM) Woodland, Calif.—Interstate Bcstg. Co.

WDJK (FM) Atlanta, Ga.—Joel S. Kaufmann.

WULX-FM Richmond, Ind.—Richmond Bcstg. Co.

*WUCB-FM Chicago, Ill.—U. of Chicago.

WYSL-FM Amherst, N.Y.—McLendon Corp. Changed from WINE-FM.

WBYO-FM Boyertown, Pa.—Boyertown Bcstg. Co.

WIBF Jenkintown, Pa.—William L. Fox.

KTBC-FM Austin, Tex.—LBJ Co.

*KBRG (FM) Provo, Utah—Brigham Young U.

KGMJ (FM) Seattle, Wash.—International Good Music Inc.

WTMB-FM Tomah, Wis.—Tomah-Mauston Bcstg. Co.

WTTN-FM Watertown, Wis.—Watertown Radio Inc.

Ownership Changes

ACTIONS BY FCC

WTCB Flomaton, Ala.—Granted transfer of negative (50%) control from **Andrew J.** and **Dot C. Lee** to **Carl E. Jones**; consideration $5,500. Ann. April 13.

KSFE Needles, Calif. — Granted assignment of license to **SHS Bcstg. Corp.** (**D. Shuirman**, president); consideration $35,000 with option to purchase land and buildings. Ann. April 8.

WSUG Clewiston, Fla.—Granted assignment of cp to **William H. Finch**; consideration $47,500. Ann. April 13.

WBIL Leesburg, Fla. — Granted assignment of license to **Thompson K. Cassel**; consideration $75,000. Mr. Cassel owns WATS Sayre, Pa., and has interest in WCHA-AM-FM Chambersburg, Pa.; WBRK Berwick, Pa.; WGGG Gainesville, Fla., and tv station WTVE Elmira, N.Y. (off air). Ann. April 13.

WRIM Pahokee, Fla.—Granted assignment of license to **Jack Mann**, **Robert R. Pauley**, **Richard S. Jackson** and **Peter Taylor**, d/b as WRIM Co.; consideration $45,000. Mr. Mann is licensee of WTYS Marianna, Fla. Ann. April 8.

WCOA Pensacola, Fla.—Granted assignment of licenses to **WCOA Radio Inc.** (**Justin Miller**, president; **T.K. Cassel**, treasurer, has interest in station WGGG Gainesville, Fla.); consideration $350,000. Ann. April 13.

WELE South Daytona, Fla.—Granted acquisition of positive control by **R.K. Shivers** (now ⅓ owner) through purchase of additional third interest from **James S. Beattie** for $5,700. Ann. April 13.

KULA Honolulu, Hawaii—Granted assignment of license to **KULA Bcstg. Corp.** (**Charles Stuart III**, president); consideration $500,000 plus employment of **Jack A. Burnett**, sole stockholder of assignor, as full-time manager for 5 years at $24,000 a year. Ann. April 13.

KWNT Davenport, Iowa—Granted transfer of control from **Alex J. Clark**, **Howard Dorsey** and **Harry Alpirn** to **Lynne W.** and **Frank H. Babcock Jr.**; consideration $30,000. Comr. Lee dissented. Ann. April 13.

KXGI Fort Madison, Iowa—Granted assignment of license to **Talley Bcstg. Co.** (**Hayward L. Talley**, principal owner of WSMI Litchfield, Ill.); consideration $109,300 plus $8,200 not to compete for 10 years within 50 miles of Fort Madison. Ann. April 8.

WTCW Whitesburg, Ky.—Granted (1) acquisition of negative control by **Ernest Tubb** (now 45% owner) through purchase of additional 5% interest from **Charles E. Mosley** for $2,500, and (2) transfer of Mr. Tubb's 50% interest to **Donald F. Crosthwait** for $25,000. Ann. April 13.

KBTN Neosho, Mo.—Granted assignment of license to **Galen O. Gilbert** and **W.R. Bentley**, d/b as **Radio Station KBTN**; consideration $59,500. Ann. April 13.

WEZJ Williamsburg, Ky.—Granted transfer of control from **H.T. Parrott**, **R.D. Ingram** and **J.W. Pickett** to **L.A. Buck**; consideration $20,000 for 75% interest. Ann. April 13.

WKCB, WKCQ (FM) Berlin, N.H.—Granted (1) renewal of licenses and (2) assignment of licenses to **Berlin Bcstg. Co.** (**John J.** and **Elizabeth M. Bowman**); consideration $157,500. Ann. April 8.

KTMC McAlester, Okla.—Granted acquisition of positive control by **Robert W. Baggett** (now 39% owner) through purchase of additional 22% stock from **Rita P. Cornish**; consideration $8,459. Ann. April 8.

KBKR Baker, Ore.—Granted acquisition of positive control (99%) by **Barbara L. Lockwood** under provisions of will of her mother, **Ruth H. Jacobs**, deceased; no monetary consideration. Ann. April 13.

WTRO Dyersburg, Tenn.—Granted assignment of license to **McQueen and Co.** (**D. Mitchell Self**, president); two other stockholders have interests in WSUH Oxford, Miss., WLAY Muscle Shoals and WJBB Haleyville, both Alabama; consideration $70,000. Ann. April 13.

WHBT Harriman, Tenn.—Granted (1) acquisition of negative control by **Ernest Tubb** (now 45% owner) through purchase of additional 5% interest from **Charles E. Mosley** for $500, and (2) transfer of Mr. Tubb's 50% interest to **Kenneth J. Crosthwait** for $5,000. Ann. April 13.

WHAP Hopewell, Va. — Granted assignment of license to **Eastern Bcstg. Corp.** (**Roger A. Neuhoff**, president, owns stations WILA Danville, WCHV and WCCV-FM Charlottesville, all Virginia); consideration $65,000. Ann. April 13.

WNRV Narrows-Pearisburg, Va.—Granted assignment of licenses from **H.J. Romanus** to **E.D.** and **Megan H. McWilliams** (interests in WNAK Nanticoke, Pa.); consideraiton $72,500. Ann. April 13.

APPLICATIONS

KVNA Flagstaff, Ariz.—Seeks transfer of control of **Frontier Tv Co.** from **John L. Hogg**, 28%, **George R. Cook, Glenn Snyder, John Williams and James Ross**, 18% each, to **Albertson Bcstg. Corp.** for $70,000. Purchasers are **Roy L. Albertson**, 73%, and others, licensee of WBNY-AM-FM Buffalo, KNOT Prescott, Ariz. Ann. April 13.

KFMM Tucson, Ariz.—Seeks assignment of license from **Copper State Bcstg. Corp.** to **Lee Little Radio** for $45,000. Purchaser is **Lee Little**, former owner of KTUC Tucson. Ann. April 13.

KSAN San Francisco, Calif.—Seeks transfer of control of **Golden Gate Bcstg. Corp.** from **S.H. Patterson**, 60%, and **Norwood J.** and **Gloria Dawn Patterson**, 40%, to **S.H. Patterson**, 33⅓%, and **Norwood J.** and **Gloria Dawn Patterson**, 66⅔%, for liquidation of $15,592 debt owed to Norwood J. and Gloria Dawn Patterson by S.H. Patterson. Ann. April 11.

WSTN St. Augustine, Fla.—Seeks assignment of license from **Harold W. Critchlow** to **D & R Bcstg. Corp.** for $82,000. Purchaser is **Leonard Desson**, 95%, retail poultry farmer. Ann. April 6.

WKXY Sarasota, Fla.—Seeks assignment of license of **Sarasota Bcstg. Co.** from partnership to corporation; no financial consideration involved. Ann. Mar. 25.

WMBD-AM-FM-TV Peoria, Ill.—Seeks assignment of licenses from **WMBD Inc.** to **Midwest Tv Inc.** for $135,000. Principals include **August C. Meyer**, 24.9%, **Clara R. Meyer**, 26.1%, and others. **Illinois Bcstg. Co.**, subsidiary of **Lindsay-Schaub Newspapers Inc.**, owns 20% of Midwest Tv. Lindsay-Schaub is 27% owned by **Frank M. Lindsay** and family, stockholder in WGEM-AM-FM-TV Quincy, Ill. Illinois Bcstg. is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney, WSEI (FM) Effingham, all Illinois. Midwest Tv is licensee of WCIA (TV) Champaign, Ill. Mr. Meyer, attorney, has no other broadcast interests. Ann. April 11.

KLGA Algona, Iowa—Seeks assignment of license from **Kossuth County Bcstg. Co.** to **KLGA Inc.** for $80,000. Principals are **Robert Behling, Harry Snyder** and **Robert Wilson**, 33⅓% each. Mr. Behling is employe of KHUB Fremont, Neb. Mr. Snyder is 50% owner of KHUB. Mr. Wilson is employe of KLEM Le Mars, Iowa. Ann. April 13.

KLOU Lake Charles, La.—Seeks assignment of license from **Gulf Bcstg. Co.** to **Albert D. Johnson** for $142,500. Mr. Johnson was formerly general manager of KENS-AM-TV San Antonio, Tex., and former stockholder in KOY-TV Phoenix and KVOY Yuma, Ariz. Ann. April 7.

WONG Oneida, N.Y. — Seeks transfer of control of **Madison County Bcstg. Corp.** from **John J. Geiger**, sole owner, to **John J. Geiger**, 50%, and **Richard W.** and **Irenitta M. Mills**, 50%, in exchange for Mr. Mills' services as general manager of the station. Mr. Mills was formerly employe of WFTL Ft. Lauderdale, Fla. Ann. April 7.

WHRV Ann Arbor, Mich.—Seeks transfer of control of **Zanesville Publishing Co.** from **Clay Littick**, 87.5%, **Arthur Littick**, 3.3%, and **William Littick**, 9.2%, to **Clay Littick** and **Arthur Littick**, 47.5% each, **William Littick**, 5%, by issuance to Arthur Littick 640 shares of authorized but unissued common voting stock for $96,000 of company's convertible debentures held by him. Transfer of control includes WTAP-AM-TV Parkersburg, W.Va., and WHIZ-AM-TV Zanesville, Ohio. Ann. April 11.

WDAL Meridian, Miss.—Seeks assignment of license from **Southwestern Bcstg. Co. of Miss.** to **R.E. Hook & Assoc.** for $65,000. Principals include **R.E. Hook, Lucille Hook**, 30% each, and others. R.E. Hook & Assoc. have interests in WMAG Forest, WDOB Canton, WELZ Belzoni, all Mississippi; WRAG Carrollton, Ala.; WRUS Russellville, Ky. and WKIZ Key West, Fla. Ann. April 11.

KBOM Bismarck - Mandan, N.D. — Seeks transfer of control of **Mandan Radio Assn. Inc.** from **Charles E. Kempel**, 79.30%, to group headed by **Richard C. Johnson**, 26.3%. Applicant reports no financial consideration. Mr. Kempel will retain 8.7% interest in station. Mr. Johnson is manager of KBOM. Ann. April 13.

WPKO Waverly, Ohio—Seeks assignment of license from **Hi-Kinco Bcstrs.** to **Ohio Quests Inc.** for $40,000. Principal stockholder, **Kenneth Mapes**, 74%, is in greenhouse business. Ann. April 8.

WHIZ-AM-TV Zanesville, Ohio — Seeks transfer of control of **Zanesville Publishing Co.**, which controls **Southeastern Ohio Tv System** (licensee of applicant) from **Clay Littick**, 87.5%, **Arthur Littick**, 3.3%, **William Littick**, 9.2%, to **Clay Littick** and **Arthur Littick**, 47.5%, **William Littick**, 5%, by issuance to Arthur Littick 640 shares of authorized but unissued common voting stock for $96,000 of company's convertible debentures held by him. Transfer of control includes WTAP-AM-FM Parkersburg, W.Va., and WHRV Ann Arbor, Mich. Ann. April 11.

KFMJ Tulsa, Okla.—Seeks assignment of license from **Fred Jones Bcstg. Co.** to **Tulsa Great Empire Radio Inc.** for $160,000. Principals are **Bernice L. Lynch**, 72%, and **F.F. Mike Lynch**, 28%. Great Empire is licensee of KBYE Oklahoma City, Okla. Ann. April 11.

WEKR Fayetteville, Tenn.—Seeks involuntary assignment of license of **Fayetteville Bcstg. Co.** from **John R. Crowder**, 50%, **James P. Clark** and **James W. Tate**, 25% each, to **G. Paul Crowder** and **Irene C. Norman**, executors of the estate of John R. Crowder, 50%, Messrs. Clark and Tate, 25% each. Ann. April 11.

WJHK Johnson City, Tenn.—Seeks assignment of license from **WJHL Inc.** to **Tri-Cities Bcstg. Inc.** for $230,000. Principals are **James C. Wilson**, 57%, and **Josephine D. Wilson**, 43%. Mr. Wilson, in retail appliances, was formerly stockholder in WOPI Briston, Tenn. and manager of WFLO Farmville, Va. Ann. April 7.

KAZZ Austin, Tex.—Seeks transfer of control of **Audioland Bcstg. Co.** from **Larry Sherrin**, 90%, to **J.E. Moore Jr.**, 90%. No financial consideration involved. Mr. Moore is president of Audioland Bcstg. Co. Ann. April 11.

WBCI Williamsburg, Va.—Seeks transfer of control of **Williamsburg Bcstg. Co.** from **Mary Cobb** and **Richard S. Cobb**, equal partners, to **Mary Cobb** and **Richard S. Cobb**, 25% each, and **Allaun Corp.**, 50%, for $45,221. Purchaser group is headed by **William E. Allaun**, attorney. Ann. April 7.

KAGT Anacortes, Wash.—Seeks assignment of license from **Fidalgo Bcstg. Inc.** to **KAGT Inc.** for $52,500. Principals are **Angus W. Lehnoff** and **G. Robert M. Stacey**, equal partners. Mr. Lehnoff is employe of KNBX Kirkland, Wash. Mr. Stacey is employe of KAGT Anacortes and KARI Blaine, both Washington. Ann. April 11.

WTAP-AM-TV Parkerburg, W. Va.—Seeks transfer of control of **Zanesville Publishing Co.** from **Clay Littick**, 87.5%, **Arthur Littick**, 3.3%, and **William Littick**, 9.2%, to **Clay Littick** and **Arthur Littick**, 47.5% each, **William Littick**, 5%, by issuance to Arthur Littick 640 shares of authorized but unissued common voting stock for $96,000 of company's convertible debentures held by him. Transfer of control includes WHIZ-AM-TV Zanesville, Ohio, and WHRV Ann Arbor, Mich. Ann. April 11.

Hearing Cases

FINAL DECISIONS

■ By order, commission granted petition by Maryland Bcstg. Co. and deleted air hazard issue in connection with its application to increase daytime power of station WITH Baltimore, Md., which is in consolidated hearing. Ann. April 8.

■ By memorandum opinion and order, commission denied petition by Donald W. Huff to suspend Dec. 22, 1959 initial decision and reopen the record for further evidence in proceeding on Mr. Huff's application and that of Equitable Publishing Co. for new am stations to operate on 1440 kc, 500 w, DA, D, in Lansdale, Pa. A Feb. 10, 1960 order made effective immediately the initial decision and granted Equitable application and denied Huff. Ann. April 8.

■ By memorandum opinion and order, commission terminated proceedings and dismissed applications of Owensboro on the Air Inc., and Owensboro Publishing Co. for new tv stations to operate on ch. 9 in Hatfield, Ind. (Feb. 26, 1957 report and order deleted ch. 9 from Hatfield and shifted it to Evansville for educational use, leaving Hatfield without channel assignment.) Ann. April 8.

■ By order, commission made effective immediately March 10 initial decision and granted application of George T. Hernreich for new tv station to operate on ch. 8 in Jonesboro, Ark. Ann. April 8.

■ By decision, commission granted application of Louis Adelman for new am station to operate on 1300 kc, 1 kw, DA, D, in Hazleton, Pa., and denied application of Guinan Realty Co. for same facilities in Mt. Carmel, Pa. Chairman Ford absent; Comr. Cross dissented. Nov. 10, 1958 initial decision looked toward grant of Guinan application and denial of Adelman. Ann. April 8.

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■ By order, commission, on petition by S.L. Goodman, severed from consolidated proceeding and made effective immediately Feb. 9 initial decision insofar as granting Goodman application for new am station to operate on 900 kc, 250 w, DA, D, in Bassett, Va. (Application of Cumberland Publishing Co. to increase power of station WLSI Pikeville, Ky., remains in hearing status.) Ann. April 8.

■ By order, commission made effective Feb. 1 initial decision and granted application of Fayetteville Bcstg. Co., to change facilities of station KHOG Fayetteville, Ark., from 1450 kc, 250 w, unl., to 1440 kc, 1 kw, D. Ann. April 8.

■ By order, commission granted application of Radio New Smyrna Inc. for new am station to operate on 1550 kc, 250 w, D, in New Smyrna Beach, Fla. Ann. April 8.

■ By decision, commission granted application of Radio Dinuba Co. to change facilities of station KRDU Dinuba, Calif., from 1240 kc, 250 w, unl., to 1130 kc, 1 kw, DA, unl., and denied applications of Air Waves Inc., to change facilities of station KONG Visalia, Calif., from 1400 kc, 250 w, unl., to 1130 kc, 1 kw, DA, unl., and Enterprise Bcstg. Co. for new am station to operate on 1150 kc, 1 kw, DA, D, in Fresno. Chairman Ford dissented; Comr. Bartley dissented with statement. Jan. 16, 1959 initial decision looked toward this action. Ann. April 13.

■ By decision, commission granted application of Bridgeport Bcstg. Co. to increase power of station WICC Bridgeport, Conn., from 1 kw-D, 500 w-N, to 5 kw-D, 1 kw-N, and install new DA with same pattern for day and night operation, continuing on 600 kc. Comr. Hyde not participating. Dec. 2, 1958 initial decision looked toward denying application. Ann. April 13.

■ By memorandum opinion and order, commission denied petition by Mt. Vernon Radio and Tv Co. (WMIX-AM-FM), Mt. Vernon, Ill., for rulemaking to assign ch. 13 to Mt. Vernon. Ann. April 13.

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) granting petition by Audiocasting of Texas Inc., for leave to amend its application to reflect merger agreement with Horace K. Jackson Sr.; (2) granting amended application of Audiocasting for new am station to operate on 1580 kc, 500 w-N, 1 kw-D, DA, in Waco, Tex., and (3) dismissing without prejudice application of Jackson for new station on same frequency with 250 w, D, in Gatesville, Tex. Ann. April 7.

OTHER ACTIONS

■ By report and order, commission reinstated sec. 3.66 (c) (4) of its am broadcast rules relating to remote control authorizations for Conelrad service. Section was adopted April 25, 1958 but was stayed on July 29, 1959 for reconsideration on petition of International Brotherhood of Electrical Workers. This proceeding is now terminated. Ann. April 8.

■ On petition by NAB, commission on April 8 extended from April 11 to June 13 time for filing comments in rulemaking proceeding to establish transmission standards for Conelrad attention signal, and from April 25 to June 27 for replies. Ann. April 8.

■ By notice of proposed rulemaking, commission invites comments to proposal by Springfield Tv Bcstg. Corp. (WRLP, ch. 32, Greenfield, WWLP, ch. 22, Springfield, and WWOR-TV, ch. 13, Worcester, Mass.) to delete ch. 37 from Clymer, N.Y., and assign it to Syracuse. Syracuse is now assigned chs. 3 (WSYR-TV), 8 (WHEN-TV), and *43 (educational station WHTV [TV] not on air). Ann. April 8.

■ By memorandum opinion and order, commission denied petition by Sierra Bcstg. Co. to sever and grant its application for increased power of station KBET Reno, Nev., which is in consolidated proceeding. Ann. April 8.

■ By notice of proposed rulemaking, commission invites comments to petition by United Electronics Laboratories Inc., to add ch. 32 to Louisville, Ky., in addition to present assignments of chs. 3 (WAVE-TV), 11 (WHAS-TV), *15 (educational station WFPK-TV), 21 (WEZI not operating), 41 (WTAM-TV not operating), and 51 (two applications pending). Change would require deleting ch. 32 from Richmond, Ind., and Oak Ridge, Tenn., and substituting chs. 71 and 79, respectively; deleting ch. 25 from Madison, Ind., and substituting ch. 77; and deleting ch. 71 from Muncie, Ind., and substituting ch. 83. Ann. April 8.

■ By memorandum opinion and order, commission granted petition by Kansas Bcstrs. Inc., and added comparative coverage issue in consolidated proceeding on its application and Salina Radio Inc., for new am stations to operate on 910 kc, 500 w, D, in Salina, Kan. Ann. April 13.

■ By memorandum opinion and order, granted petitions by KOA Denver, Colo., and WJW Cleveland, Ohio, to extent of denying request by Woodward Bcstg. Co. for waiver of sec. 1.351 (c) of rules and to process its application for new am station to operate on 850 kc, 5 kw, DA-2, unl., in Wyandotte, Mich. Ann. April 13.

■ By memorandum opinion and order, granted protest by WSTV Inc., licensee of WBOY-TV (ch. 12) Clarksburg, W.Va., to extent of postponing Feb. 17 grant of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W.Va., by J.P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby pending determination after hearing. Ann. April 13.

■ By memorandum opinion and order, commission granted motion by National Bcstg. Co. (WRCV), Philadelphia, Pa., to extent of enlarging "interference" issues in proceeding on application of Sunbury Bcstg. Corp. to change facilities of station WKOK Sunbury, Pa., from 1240 kc, 250 w, unl., to 1070 kc, 1 kw-N, 10 kw-LS, DA-2. Comr. Lee concurred, with statement. Ann. April 13.

■ By memorandum opinion and order, commission (1) granted petition by Blue Island Community Bcstg. Co., Blue Island, Ill., and severed its application and those of Elmwood Park Bcstg. Corp., and Evelyn R. Chauvin Schoonfield, Elmwood Park, Ill., for new fm stations to operate on 105.9 mc, from consolidated proceeding with applications of News-Sun Bcstg. Co., Waukegan, Ill., and Hi-Fi Bcstg. Co., Chicago, Ill., for new fm stations on 106.7 mc, and retained the severed applications in separate consolidated hearing, and (2) granted petition by Blue Island to extent of adding issues. Ann. April 13.

■ By memorandum opinion and order, commission, on petition by United Bcstg. Co., severed from consolidated proceeding and retained in hearing status its application for new am station to operate on 1570 kc, 500 w, DA, D, in Beverly, Mass., and made WPEP Taunton, Mass., party to latter proceeding. Ann. April 13.

■ By memorandum opinion and order, commission denied petition by Capitol Bcstg. Co., East Lansing, Mich., to expedite final decision on its application and that of W.A. Pomeroy, Tawas City-East Tawas, Mich., for new am stations by directing that exceptions to initial decision be processed out of their normal order; also denied, for untimely filing, Capitol's request that it be afforded opportunity to participate in oral argument. Ann. April 13.

■ By memorandum opinion and order, commission (1) granted petition by KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., and enlarged issues in consolidated am proceeding with respect to application of Gertrude Baker for new station in Poplar Bluff, Mo., and (2) granted request to file and accepted further opposition by Gertrude Baker to KGMO petition. Ann. April 13.

■ By memorandum opinion and order, commission, on petition by Broadcast Bureau, vacated and set aside Oct. 7, 1959 memorandum opinion and order, severed and granted application of Buckley-Jaeger Bcstg. Corp. for new class B fm station to operate on 94.1 mc (in lieu of 98.9 mc as granted Oct. 7, 1959) in Providence, R.I., and retained application of WHDH Inc., to change operation of station WHDH-FM Boston, Mass., from 20 kw to 3.25 kw ERP and ant. height from 455 ft. to 979 ft., continuing operation on 94.5 mc in hearing status pending resolution of problem unrelated to hearing issues. Ann. April 13.

■ By memorandum opinion and order, commission, on petition by American Bcstg. Stations Inc., severed from consolidated proceeding its application to increase power of station KWMT Fort Dodge, Iowa, from 1 kw to 5 kw, continuing operation on 540 kc, DA, D, and retained in separate hearing on issues applicable to it. Ann. April 13.

Asks rulemaking

WHP-TV Harrisburg, Pa., has requested rulemaking proceedings to amend the tv tables of assignments. The ch. 55 facility asked the FCC to assign ch. 21 to Harrisburg. WHP-TV said that its local competitor, WTPA (TV) operates on ch. 27 and the commission has consistently recognized the technological difference between the upper and lower uhf channels, which affect the attitude of the television broadcasting industry.

Routine Roundup

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

■ Continued oral argument from April 8 to 9:15 a.m., April 12 on petition of KOW-Boy Bcstg. Co. (KOWB) Laramie, Wyo., for leave to intervene in proceeding on am applications of Laramie Bdcstrs. Laramie, et al. Action April 6.

■ Scheduled hearing for June 6 in proceeding on am applications of WTTT Inc. (WTTT) Arlington, Fla., et al. Action April 5.

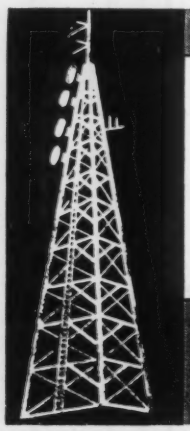
■ In light of opposition by Harlan Murrelle and Assocs. to petition of Radio Toms River for dismissal without prejudice of its application for new am station in Toms River, N.J., reconsidered and affirmed ruling released April 5 granting Radio Toms River petition and dismissing without prejudice its application which was involved in consolidated hearing. Murrelle is in that consolidated proceeding. Action April 7.

■ Continued oral argument from April 12 to 9:15 a.m., April 18 on petition by KOW-Boy Bcstg. Co. (KOWB) Laramie, Wyo., for leave to interview in proceeding on am applications of Laramie Bcstrs., Laramie, et al. Action April 11.

■ Granted petition by Florence Bcstg. Co., Inc., to extent that it seeks dismissal of its application for new am station in Brownsville, Tenn., which is in consolidated proceeding; dismissed application with prejudice. Action April 11.

By Hearing Examiner J.D. Bond

■ Confirming order made on record of



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 13

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,405	63	79	830
FM	646	70	180	107
TV	472	55	105	119

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 13

	VHF	UHF	TV
Commercial	449	77	526
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1960

	AM	FM	TV
Licensed (all on air)	3,406	648	472[1]
CPs on air (new stations)	59	51	55[2]
CPs not on air (new stations)	81	152	97
Total authorized stations	3,546	867	672
Applications for new stations (not in hearing)	609	77	49
Applications for new stations (in hearing)	214	38	70
Total applications for new stations	823	115	119
Applications for major changes (not in hearing)	686	40	32
Applications for major changes (in hearing)	194	9	19
Total applications for major changes	880	49	51
Licenses deleted	0	0	0
CPs deleted	0	3	8

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

April 6 hearing, continued further hearing to June 22 in proceeding on application of High Fidelity Stations Inc. (KPAP) Redding, Calif. Action April 6.

■ Closed record in proceeding on am applications of John K. Rogers, Bristol, and Kingsport Bcstg. Co. (WKPT), Kingsport, both Tennessee, and ordered that proposed findings of fact and conclusions of law may be filed within 30 days from release date of this order (April 7) and reply pleadings within 15 days thereafter. Action April 7.

■ Granted petition by Broadcast Bureau and extended from April 11 through April 18 time to file proposed findings and conclusions in proceeding on application of WOOD Bcstg. Inc., to change facilities of WOOD-TV Grand Rapids, Mich. Action April 11.

■ Pursuant to agreements reached at April 11 prehearing conference, scheduled certain procedural steps which shall govern proceeding on am applications of John Clemon Greene Jr., Winchester, Va., et al; scheduled hearing for July 12. Action April 11.

By Hearing Examiner Basil P. Cooper

■ Granted joint petition by Mount Wilson Fm Bcstrs. Inc. (KBCA), Los Angeles, and Freddot Ltd. (KITT) San Diego, both California, and continued evidentiary hearing scheduled for April 11, until after commission has acted on joint petition for reconsideration and grants without hearing of their fm applications. Action April 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from March 31 to April 7 time for filing replies to petition by William C. Forrest (WIBW) Topeka, Kans., and WBOW Inc. (WBOW) Terre Haute, Ind., for reconsideration of commission's memorandum opinion and order released Feb. 9, enlarging issues in consolidated proceeding on applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., and extended to five days from April 7 time for filing replies to all oppositions. Action April 5.

■ Denied motion by Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz., to quash taking of depositions by protestant, Tucson Tv Co., in proceedings on applications to change facilities of KVOA-TV and KOLD-TV. Action April 6.

By Hearing Examiner Millard F. French

■ Granted motion by Suburban Bcstg. Co., for continuance of pre-hearing conference from April 8 to April 28 in proceeding on its application and that of Camden Bcstg. Co., for fm facilities in Mount Kisco, N.Y., and Newark, N.J. Action April 7.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled prehearing conference for 2 p.m., April 19 in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al. Action April 7.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from April 5 to April 12 time for filing proposed findings of fact and conclusions and from April 26 to May 3 for filing reply findings of fact and conclusions in proceeding on application of Telemusic Co., for new fm station in San Bernardino, Calif. Action April 5.

■ Granted petiton by Cal-Coast Bcstrs. for leave to amend its application for new am station in Santa Maria, Calif., to reflect change in transmitter site and increase in expected operating costs of station for the first year. Action April 8.

■ Denied petition by Storz Bcstg. Co. (KOMA) Oklahoma City, Okla., for leave to amend its am application and rejected amendment which would substitute new engineering proposal and make changes in estimated cost of construction and plans for financing same; application is consolidated with am applications of Shelby County Bcstg. Co., Shelbyville, Ind., et al. Action April 8.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Heart of America Bcstrs. Inc., for leave to amend its application to change principal city from Kansas City, Mo., to Fairway, Kans., reduce proposed daytime power of KUDL from 1 kw to 500 w, amend daytime pattern to reduce interference to pending applications at Iola, Kans., Iowa City and Washington, both Iowa, and to existing station KMUS and KCIM, and amend nighttime pattern to afford protection to stations CPKC Brantford, Ont., WTTH Port Huron, Mich. and KWK St. Louis; accepted amendment. Application is in consolidated hearing. Action April 7.

■ Continued hearing from April 11 to May 2 in proceeding on applications of Sam H. Bennion and James C. Wallentine for new tv stations to operate on ch. 10 in Pocatello, Idaho. Action April 11.

■ Scheduled oral argument for 3:30 p.m., April 18 on petition by Des Plains-Arlington Bcstg. Co., for leave to amend its application for new am station, Des Plains Ill., which is in consolidated proceedings. Action April 11.

■ Granted petition by Rollins Bcstg. Inc. (WBEE) Harvey, Ill., for leave to amend its am application to supply requested supplemental information. Action April 11.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Sapulpa Bcstg. Co. and extended to May 9 date for exchange of engineering exhibits in final form and exchange of non-engineering exhibits, continued prehearing conference from April 28 to May 31, and continued hearing from May 10 to June 6 in proceeding on Sapulpa's application for new am station in Sapulpa, Okla., which is in consolidated hearing. Action April 6.

■ At request of Metropolitan Bcstg. Corp., party respondent, scheduled oral argument for April 8, 2 p.m., on request by Suburban Bcstrs. for leave to amend its application for new fm station in Elizabeth, N.J. Action April 6.

By Hearing Examiner Forest L. McClenning

■ Granted request by South Florida Amusement Co., and extended from April 15 to May 2 time for filing proposed findings of fact and conclusions in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action April 5.

■ On own motion, continued without date hearing scheduled for April 12 in proceeding on applicaton of Laird Bcstg. Co. for new am station in Cedar Rapids, Iowa. Action April 7.

■ Scheduled April 27 to file reply findings in proceeding on application of Suburban Bcstg. Co. (WVIP) Mount Kisco, N.Y. Action April 8.

By Hearing Examiner Herbert Sharfman

■ Scheduled oral argument for April 7 on petiton by Mid-America Bcstrs. Inc. (KOBY) San Francisco, Calif., for leave to amend its am application. Action April 5; in accordance with statement at oral argument, continued hearing (scheduled for April 13) pending setting of new date following taking of additional measurements in proceeding on applications of Mid-America Bcstrs. Inc. (KOBY) and Robert L. Lippert, Fresno, Calif. Action April 7.

■ On oral request of counsel for Wabash Valley Bcstg. Corp. (WTHI-TV Terre Haute, Ind.) and without objection by Livesay Bcstg. Co., and Broadcast Bureau, extended from April 7 to April 14 time to file replies to proposed findings of fact and conclusions in Terre Haute, Ind., tv ch. 10 proceeding. Action April 6.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Radio Muscle Shoals Inc. (WOWL) Florence, Ala., and extended from March 30 to April 11 time to exchange final engineerng exhibits in proceeding on its am application et al. Action April 4.

■ Received in evidence exhibit no. 4 of HR Electronics Inc., Greenville, exhibit no. 3 of Reisenweaver-Communications, Winston-Salem, exhibit no. 5 of North Carolina Electronics Inc., Raleigh, all North Carolina, and exhibit no. 3 of WYTI Inc., Vinton, Va., in proceeding on their am applications et al., and closed record. Action April 7.

■ Granted petition by Broadcast Bureau and extended to April 22 time to file proposed findings and conclusions and to May 6 to file reply findings in proceeding on application of Bay Area Electronic Assoc. for new am station in Santa Rosa, Calif.; dismissed as moot petition by respondent Santa Clara Bcstg. Co. also requesting extension of time to file proposed findings. Action April 11.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 8

WOWY Clewiston, Fla.—Granted mod. of cp to change ant.-trans. location and studio location, and make changes in ground system.

WKRZ Oil City, Pa.—Granted authority to remain on air for period beginning April 9 and ending April 20, while station WSAJ Grove City, Pa., remains silent.

■ Following stations were granted extensions of completion dates as shown: KCBS San Francisco, Calif. to April 25, without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in re-

port of network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending anti-trust matters; WGTE-TV Toledo, Ohio to Oct. 27.

Actions of April 7

KPRS Kansas City, Mo.—Granted assignment of licenses to **KPRS Bcstg. Corp.**

KFBB-AM-TV Great Falls, Mont.—Granted assignment of licenses to **KFBB Bcstg. Corp.**

WOPI-AM-FM Bristol, Tenn. — Granted assignment of licenses to **Pioneer Bcstg. Corp.**

WSVA-AM-FM-TV Harrisonburg, Va.—Granted assignment of licenses to **Shenandoah Valley Bcstg. Inc.** (A Delaware Corp.)

KRIB Mason City, Iowa—Granted transfer of control from **William F. Johns Jr.,** et al., to **Franklin Bcstg. Co.**

KXRQ (FM) Sacramento, Calif.—Granted cp to increase ERP to 35 kw and install new trans.

WFYI Mineola, N.Y.—Granted mod. of cp to make changes in DA pattern.

KOA Denver, Colo.—Granted mod. of cp to change type trans.

KSIW Woodward, Okla.—Granted extension of authority to sign-off at 7 p.m., except for special events, for period beginning April 9 and ending July 9.

KDWC (FM) West Covina, Calif.—Granted authority to remain silent for period ending June 7; conditions.

KRAK-FM Stockton, Calif.—Granted authority to remain silent for period April 1 through June 1; conditions.

KALV Alva, Okla.—Granted extension of authority to July 1 to sign-off at 7 p.m.

KAAB Hot Springs, Ark.—Granted authority to sign-off daily at 8:05 p.m. for period ending May 29, except for special events.

KRSC Othello, Wash.—Granted extension of authority to July 20 to operate specified hours except for special events.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning April 9 and ending April 20.

Actions of April 6

***KQED (TV) San Francisco, Calif.**—Granted license covering changes in noncommercial educational tv station; ERP vis. 187.26 kw.

K70BO Williams, Ariz.—Granted mod. of cp to change type trans., ERP to 44.17 w; type ant. and changes in ant. sytem of tv translator station.

WPID Piedmont, Ala.—Granted authority to sign-off at 6:30 p.m. for period June 1 through July 31.

KNIM Maryville, Mo.—Granted authority to sign-off at 6 p.m., CST, for period through Aug. 31, except for special events when station may operate to licensed sign-off time.

KBRX O'Neill, Neb.—Granted authority to sign-off at 6:30 p.m., CST, for period ending Sept. 30.

KASI Ames, Iowa—Granted authority to sign-off at 7 p.m., CST, for period May 1 through Aug. 31.

WPEO Peoria, Ill.—Granted authority to sign-off at 7 p.m., CST, for period May 1 through Aug. 31.

WMBA Ambridge, Pa.—Granted authority to sign-off at 6 p.m., EST, for period ending Sept. 30.

WPIT Pittsburgh, Pa.—Granted authority to sign-off at 6 p.m., for period through Sept. 30.

Actions of April 5

KACY Port Hueneme, Calif.—Granted assignment of license to **KACY Inc.**

WLOV (FM) Cranston, R.I.—Granted license for fm station and change type trans.; ant. 216 ft.

WMAS Springfield, Mass. — Granted license for alternate main trans.

WMAQ, KNBC Chicago, Ill. and **San Francisco, Calif.** — Granted cps to install new type trans. for WMAQ and KNBC; and install new trans. as aux. trans. (main trans. location) for WMAQ; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending anti-trust matters.

WNOW York, Pa.—Granted cp to install alternate main trans.

WPDQ Jacksonville, Fla.—Granted cp to make changes in ant. system (move ant. same site) and make changes in ground system.

WICK Scranton, Pa.—Granted cp to install new type trans.

WOW Omaha, Neb.—Granted cp to install new trans. at present trans. location to be used as aux. trans.

KVI Seattle, Wash.—Granted cp to install new trans. at present trans. location as aux. trans.; remote control permitted.

WRBS (FM) Baltimore, Md. — Granted mod. of cp to change trans. and main studio location; type trans.; decrease ant. height to 225 ft., and make changes in ant. system.

WELY Ely, Minn.—Granted mod. of cp to change type trans. to be used day and nighttime.

KSFO San Francisco, Calif. — Granted mod. of cp to change type trans.; condition.

KAPE San Antonio, Tex.—Granted mod. of cp to make changes in ant. system.

KGDN Edmonds, Wash.—Granted mod. of cp to change type trans. and make changes in ant. system; remote control permitted.

WCMF (FM) Rochester, N.Y. — Granted mod. of cp to change type trans. and make change in trans. equipment.

KTKT Tucson, Ariz. — Granted mod. of cp to change type trans. (nighttime trans. only).

WRBS (FM) Baltimore, Md.—Granted extension of completion date to June 30.

Actions of April 4

WCBY Cheboygan, Mich. — Granted assignment of license to **Straits Bcstg. Co.**

WKLK Cloquet, Minn.—Granted cp to install new trans.

WFLS Fredericksburg, Va.—Granted mod. of cp to change type trans.

WMIC St. Helen, Mich.—Granted mod. of cp to change type trans.; condition.

■ Following stations were granted extensions of completion dates as shown: KLGN Logan, Utah to Sept. 22; WAPC Riverhead, N.Y. to Sept. 15, without prejudice to whatever further action commission may deem necessary as result of: (a) any action by United States Court of Appeals, D.C. Circuit, *In re Interstate Bcstg. Co. v. FCC*, and and (b) proceedings on objections by RCA Communications Inc., to construction of radio station WAPC at presently authorized trans. site; *WGTV (TV) Athens, Ga. to July 1.

WPGW Portland, Ind.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31, except for special events when station may operate to licensed sign-off time.

KASL Newcastle, Wyo.—Granted authority to operate specified hours for period ending July 1.

Actions of April 1

WPLY Plymouth, Wis.—Granted authority to sign-off at 6 p.m. for period April 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

WPRS Paris, Ill.—Granted authority to sign-off at 6 p.m. for period ending Aug. 31.

KZIX Fort Collins, Colo.—Granted authority to sign-off at 6 p.m. for period through Sept. 30.

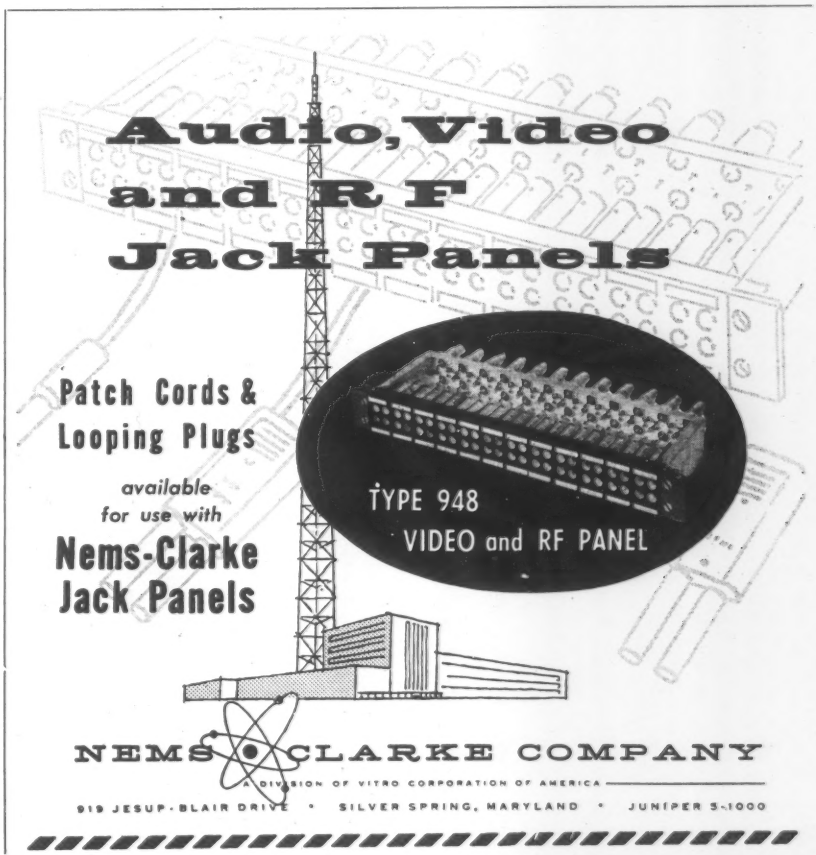
KMAN Manhattan, Kan.—Granted authority to sign-off at 6:30 p.m. for period ending Aug. 31, except for special events when station may operate to licensed sign-off time.

WKAI Macomb, Ill.—Granted change of remote control authority.

PETITIONS FOR RULEMAKING

Penn Traffic Co., Johnstown, Pa. — Requests allocation of additional vhf channel to Johnstown-Altoona, Pa., by utilizing one of three following methods: (1) Add ch. 3 at separation of approximately 130 miles from WSVA-TV Harrisonburg, Va.; (2) add ch. 8, deleting it from Lancaster, Pa., and assigning it to both Johnstown-Altoona and

(Continued on page 117)


Audio, Video and R F Jack Panels
Patch Cords & Looping Plugs
available for use with
Nems-Clarke Jack Panels
TYPE 948
VIDEO and RF PANEL
NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Radio station manager. 1st license desirable but not required. Advancement opportunity. Salary and commission. Radio Station KVOU, Uvalde, Texas.

Wanted, manager strong on sales. Beginning construction on WEMD, Eastern Maryland, monopoly market. Retail sales $45,000,000. Write resume, references, salary expected, when available, to WEMD, 3855 North 30th St., Arlington, Virginia.

Sales

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Excellent opportunity for good producer. Number one independent major Ohio market, $6,000 plus with multiple company. Box 562S, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Are you ready to step up in sales work. Here is an opportunity. Texas. Box 880S, BROADCASTING.

Salesman wanted Florida east coast top independent. Send details Box 940S, BROADCASTING.

Wanted, aggressive man for radio time sales. Southwestern Minnesota market. Some experience preferred. Box 991S, BROADCASTING.

Hawaii calls: Experienced radio salesman. Salary and commission. Write full details first letter to Box 127A, BROADCASTING.

Wanted: Salesman-sports announcer. Main job sales, but must call football and basketball, base plus commission, good potential for man who likes to sell. Send tape, photo and resume to KOLT, Scottsbluff, Nebraska.

1,000 watt, independent, full-time operation expanding sales staff. Guarantee against 15% commission. Right man can grow with this organization. Send detailed information on background, previous sales experience plus photo to KSSS, Colorado Springs, Colorado.

Announcers

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Opportunity for married staff announcer. Send resume. Texas. Network station. Box 879S, BROADCASTING.

FM announcer wanted for quality music station New England outlet for QXR Network. Salary $70-75 weekly with good possibility of additional fees for extra work on our tv station. Send tape, resume, photo. Box 942S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

We want a topflight announcer, mature mind, company man, congenial. Good production, tight shows. Join Florida's top metro. Mkt. team, send tape and personal presentation, then must have personal audition. No tapes can be returned. Address to Box 943S, BROADCASTING.

Top morning man for #1 audience rated 5 kw independent. Major New England market. Excellent salary. Merit raises. Resume/tape. Box 986S, BROADCASTING.

Wanted: Intelligent, experienced announcer. Growing Ohio station needs morning man. Must be cheerful but not garrulous. Salary commensurate with experience. Send tape and resume to Box 139A, BROADCASTING.

Sportsman—play-by-play for local high school and college. Also act as asst. news director and some dj work. Medium size station. Box 153A, BROADCASTING.

Announcer with 1st phone. Excellent opportunity! Can start at once. Box 167A, BROADCASTING.

Good opportunity for experienced staff announcer capable of handling traffic and some programming. $75.00 weekly. Sales experience helpful for future advancement. Carolina small market group. Write Box 173A, BROADCASTING.

Wanted . . . broadcast-minded Negro personality for swingin' all night show. Midwest personality station, run own board. Send full details and tape at once. Box 174A, BROADCASTING.

Wanted: Announcer with first phone. Must be experienced. P.O. Box 497, Trenton, Missouri.

Deep voiced announcer, some experience necessary, with ability to broadcast football and basketball, run board. Opening May first. Send tape, snapshot, salary requirements to Mason Dixon, General Manager, KFTM, Fort Morgan, Colorado.

KING, Seattle, has immediate opening for outstanding personality jockey. If your ability is limited to time and temp., don't apply. Send full resume, tape, picture, references first letter to Bill Clark, KING Radio, 320 Aurora Ave., Seattle 9, Washington.

Good nighttime announcer with first class license needed. Only midwesterners should apply. Opening is immediate. Write or call collect to George Brooks, KOTE, Fergus Falls, Minnesota.

Announcers with first class ticket. Send resume and tape to KSBW Radio, P. O. Box 1651, Salinas, California.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa, Fe, N.M.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

We are expanding our staff. Need three experienced announcers immediately. Good salary, excellent working conditions. Send all details in first letter. Do not apply unless experienced. WHNC AM & FM, Henderson, N.C.

Newsman-announcer wanted immediately. Contact C.B. Heller, WIMA, Radio Station, Lima, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer-newsman. Must be experienced, able to gather, edit, and announce local news. Some tv work. New addition to staff. Send tape, photo and request to Ed Huot, WTRC, Elkhart, Indiana.

Mature morning man. 1 kw better music daytimer near Buffalo. Immediate opening. Salary requirements first letter, tape, resume to WMNS, Olean, New York.

Opportunity for young sales minded man who can also work board part-time. Illinois kilowatt daytimer. Send all information including tape and salary expected to Manager, WMOK, Metropolis, Illinois.

Immediate opening for experienced morning man. Combo operation using latest equipment. Send full background experience and tape: Manager, WRTA, Altoona, Pennsylvania.

Announcer—for dj-staff. Experienced. Relaxed good music format. Work days. Benefits. Tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana, NBC.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

1st class ticket and 1st class voice, gets 1st class salary at one of Florida's finest independents, modern radio—3 years #1. Send tape and resume Box 944S, BROADCASTING. No tapes can be returned.

Engineer, radio and television . . . transmitter and studio, small low power television operation, and 5 kw broadcast station. Mostly engineering and automation operation, very little announcing required. KINY-KINY-TV, 231 So. Franklin St., Juneau, Alaska.

One first or second class engineer. No experience necessary. Write Garfield Ricketts. WVOX, New Rochelle, N.Y.

Production-Programming, Others

Continuity. Experienced preparation of production spots. Must be able to write creative and selling copy. Permanent position, salary open. Ohio am, fm, tv. Detail past experience, references, salary expected and enclose samples of work and small photo. Confidential. Box 129A, BROADCASTING.

Experienced copywriter in one of the industry's fastest growing chains. Excellent opportunity for advancement. Send complete resume and sample copy with first letter. Box 158A, BROADCASTING.

Need news director. Must gather, edit and report. Station equipped with mobile news unit. Send audition, snapshot, resume and salary requirement to Program Director. KGFW, Kearney, Nebraska.

5,000 watt California radio station needs top-flight program director with first class ticket. Station has limited network schedule plus good listenable music. PD must write good commercial copy, produce result-getting spots and do two hour afternoon show. Send all details, experience, references and tape cut at 7½ rpm to Foy Willing, KSBW Radio, P.O. Box 1651, Salinas, California.

RADIO

Situations Wanted—Management

Sales manager for metropolitan market station. Heavy on local, retail, regional, 15 years outstanding radio time sales record as salesman and sales manager. Excellent references. Box 313S, BROADCASTING.

General manager. Sales background. Medium market stations. 13 years broadcasting. Box 926S, BROADCASTING.

Wanted: Station in midwest to manage on percentage with option to buy, or will lease. Excellent references, all replies confidential. Write Box 947S, BROADCASTING.

Ideal profitable small market management guaranteed. Young, honest family executive. Box 116A, BROADCASTING.

Silver and gold have I none . . . but nine years of radio experience offered for management Florida or southern station. Currently manager in seven station market. Box 144A, BROADCASTING.

Manager or sales manager, radio or tv. 14 years experience, past 6 years spent covering 37 states in sales management for the top syndicated company. Want to trade "Air Travel Card" for permanent position with reliable organization. 37 years old, married 14, 2 children. Sober, reliable and willing to work, will provide top business and personal trade references. If we can get together, you'll make a profit. Box 147A, BROADCASTING.

Management midwest, chief engineer, farm director, sales and construction experience. Box 150A, BROADCASTING.

Midwest sales manager top station, veteran, family, college, seeking better opportunity. Box 159A, BROADCASTING.

Experienced manager, all phases, 15 years successful background in medium and small markets. Not offering "pie-in-sky" riches but will promise healthy glow to your property after having reins few months. Strong forte is sales, plus sound knowledge of programming, with economy of operation. Loyal, aggressive, tactful, common sense. Prefer small or medium market offering growth potential. Accept reasonable salary with incentive. Family man. Excellent references. Available immediately. Box 170A, BROADCASTING.

California resident. Capable, mature radio general manager California only. Full charge all departments including sales. Twenty years experience. Box 177A, BROADCASTING.

Manager—Family man, nine years radio. Announcing - programming - production - sports. Sales my forte. Prefer small population ten to twenty thousand. Salary plus commission. Option to invest preferred. Reply Box 843, Sterling, Colorado.

Sales

Radio sales/management: 99 and 44/100% salesmanship can be yours for the opening of the right door. Yes, I have management experience, but I prefer not to be chained to a desk—let me get out where I can bring home the bacon. Strong background in radio—local, national sales and rep experience. Presently employed, but want a brighter future. Let's get together. You supply the incentive, I'll supply the sales. Am not opposed to relocating, but most of my experience and contacts are in New York, therefore would prefer to stay. Top references from top people. Box 987S, BROADCASTING.

Attention southern California! Experienced radio man wants to join sales staff of southern California station. Box 125A, BROADCASTING.

Young man, 26, strong sales background, seeks permanent position as time salesman. Ambitious, reliable and sober. Prefer medium market. For resume, write Box 178A, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Young, versatile dj now employed. Copy, promotion. Box 951S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Part time: Capable announcer desires weekend or fill-in work in metropolitan N.Y. area. Experience in sports, news, dj. Box 958S, BROADCASTING.

Beatnik-humorist air personality-salesman wants night or all night spot. Idea man wants to work for idea men. 3½ years experience. Presently employed in medium New England market. Strictly pro-voice with Jazzbo-Sahl style. Tapes etc., available to creative, real-sell stations, no jukeboxes. Box 993S, BROADCASTING.

Experienced dj, news, special productions. Adult, professional, creative, versatile. Box 101A, BROADCASTING.

Four years experience college football, basketball, baseball. Prefer sports. Will consider staff announcing. Available June first. Box 105A, BROADCASTING.

Announcer-newsman-six years experience, good voice, tape. Box 106A, BROADCASTING.

Attention southwest area. Staff announcer desires permanent location. Short on experience, long on ambition. Can handle news, commercials, and dj shows, and also run my own board. Box 107A, BROADCASTING.

Texas! 3 years experience in announcing, sales, programming, continuity and promotion. No top forty. 3rd ticket. Have car. 33, single. Excellent reference. Personal interview. Will contact. Box 110A, BROADCASTING.

Male announcer, young talented. Consider anything, anywhere. Box 113A, BROADCASTING.

Experienced dj with first phone, looking for a station, no top 40, where you receive an occasional raise and a chance for advancement. Have family. Include all details in reply, thank you. Box 117A, BROADCASTING.

Announcer-salesman: Available April 25. At present replacing injured announcer at midwest 50 kw. Sound morning man knows sales on both ends of mike. Complete information on request. Box 118A, BROADCASTING.

25 years old, single, 2 years experience, prefer Tennessee. Box 119A, BROADCASTING.

Female dj new, but A-1 air personality strong point copywriting. Box 120A, BROADCASTING.

Announcer-producer, creative, experienced. Good air salesman. Sober, stable family man. Prefer northeast. Box 122A, BROADCASTING.

Top personality, 8 years experience all phases. Presently number one Pulse rated show in 7 station market. Seeking metropolitan market money. Consider pd or managership. Box 124A, BROADCASTING.

Radio - television, announcer - newscaster-personality. 10 years experience, top 20 market. Married, 32 years of age, reliable. Desire metro Florida market, but will consider any major market. Address all replies to Box 128A, BROADCASTING.

Happy adult morning personality-dj with "good morning" sound. 5 years. Now making $130 for 48 hours. May take less money for fewer hours. Box 131A, BROADCASTING.

Announcer wants job. Run own board. Will travel. News. Commercials. Box 132A, BROADCASTING.

Have ambition, need job. Young college grad, two years commercial experience, seeks format operation, preferably top 40. Available mid June. Box 135A, BROADCASTING.

Baseball announcer. College graduate, veteran, married. First class broadcaster. References, tape. Available June. Box 136A, BROADCASTING.

First phone morning man. Experienced all phases. Minor maintenance. $100. Box 140A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Bright sound: Want young-adult music station. Know music, can do news, production. Mature, bright, pleasant voice. Left home four months ago for major market loser; want winner. 27, single, 8 years. Box 143A, BROADCASTING.

Negro announcer; can handle news, commercials, disc jockey work; very strong on dj, reliable and willing to travel. Box 148A, BROADCASTING.

Age 25, single, draft status 4-A, six months experience. Prefer Tennessee. Box 152A, BROADCASTING.

Experienced announcer, dj (2 years experience) interested in booth and on-camera announcing or radio-tv combination. Family man, mature. Wishes to relocate permanently. Box 154A, BROADCASTING.

Veteran with no experience. Announcer or announcer-salesman, trained, college. Box 157A, BROADCASTING.

Experienced pd, dj, sports, news. 31, married, available now. Box 160A, BROADCASTING.

Announcer-copywriter. Experienced adman. Broadcasting school. Master's degree. Seeking opportunity, available now. Box 175A, BROADCASTING.

Available immediately! Experienced in dj, news, sports, commercials and newscasting. 7 years experience. College graduate, A.B. degree in speech, desire adult programming station, network or strong independent. Relocate anywhere! Ray Bartlett, 1215 Harvard Ave., Billings, Montana, CHerry 8-8438.

Morning man—Professional, versatile. Available now. 302 West Union St., Morganton, N.C. Telephone HE 7-4199.

Morning man, experienced, deep voice. Available now. Versatile. P.O. Box 604, Monteagle, Tenn.

Announcer, dj. California. Lite on experience, pleasing personality and sound. Restricted license, want fill in for evenings and Saturdays and Sundays. Age 34. Write 10037 Halbrent, Sepulveda, California.

College grad, 24. Single, 3rd. Experienced announcing, copy, traffic, xmtr. Dale Bell, Fort Dodge, Kansas.

Announcer available in June seeking permanent position with good station in southwest. First phone. Neel Eggleston, 907 Speight, Apt. 3, Waco, Texas.

Announcer with executive ability desires to relocate due to management change. Four years experience. Presently pd, news, sports, dj, copy, production, some on-camera tv, some sales. B.A. degree. If you can use a young man with ideas and pay well, call me. Wayne Farrar, WBCI, Williamsburg, Virginia.

First phone! Five years experience in all phases of radio. Personal interview required. California only. $125.00 weekly. Midnight to dawn preferred. No r&r, r&b or c.w. Irv Geller, 3723 Lemon Avenue, Long Beach 7, California. GArfield 421-14.

"Combo" engineer-announcer desires immediate employment. Earl Hill, 3104 Hudnall, Apt. C, Dallas 35, Texas.

Technical

Florida first phone announcer available. $90 minimum. Box 954S, BROADCASTING.

First phone, 8 years experience am and fm, transmitter and studio. Tape and disc recording. Box 151A, BROADCASTING.

Female with 1st class license. 5 years experience 5 kw. Weak on maintenance. Typing ability. Prefer station directional antenna in south. Box 169A, BROADCASTING.

Chief engineer—experienced and qualified in construction, maintenance, directional, measurements. Box 171A, BROADCASTING.

Chief or assistant. Nine years radio, one tv. Joe McClain, 1306 N. McCann, Kokomo, Indiana.

Situations Wanted—(Cont'd)

Technical

Beginner engineer—First phone. Desire opportunity to learn and advance. John McIntyre, 3309 Ridgeoak Drive, Dallas 34, Texas.

Visually handicapped, 24, single, first phone, don't drive. Experienced, desires transmitter work. Jerry Wills, 542 Carroll Avenue, San Antonio, Texas.

Production-Programming, Others

Hard working news director-air personality. Wants to work! Experienced newscaster-editor-reporter-interviewer. Double as deejay. Nine years broadcasting experience. Journalism degree. Good references. All inquiries carefully studied and replied. Box 966S, BROADCASTING.

Colorful, experienced news director and newscaster, presently employed, seeks good market to display extraordinary wares. Box 108A, BROADCASTING.

I can cut any format in any size market. Program and news director experience. Young but mature and experienced in all phases. College grad. Start immediately. Box 115A, BROADCASTING.

News director—Now in California metropolitan market, desires larger, more mature market, preferable California, but will consider promising position elsewhere. Box 121A, BROADCASTING.

Help! FM stations: Current job set-up leaves me stymied from further progress in desired field. Seeking position in production, programming and continuity. Can create shows around classics and other forms of adult music. Currently in am-radio with experience in all areas. Brochure of samples and detailed background available. Box 126A, BROADCASTING.

National award winning, radio-television news director desires change. Want to build top rated radio television news department. Hold many firsts in reporting. Excellent references. Fifteen years experience. Personal interview only. Married, desire permanent position. Box 133A, BROADCASTING.

News director—Presently employed. Married-children. Looking for good newsworthy station where emphasis is on local coverage. I am familiar with all phases. Have excellent references and can deliver on and off the air for the right station. No staff work please. I am a newsman. Box 146A, BROADCASTING.

Ready to orbit! Highly developed air-talent unit equipped with selfstarter, static-free sound, high-potential "PR" feature. When working at top capacity this compact unit assures maximum station/client benefits. Characteristics: Female—unencumbered—seasoned "pro." Available customary clearance. Agency/PR inquiries invited. Box 149A, BROADCASTNG.

Recent developments in our industry make an examination of your news and public service programming imperative? The first step in your examination is this ad. Young one man news bureau in top station in major market seeks chance to expand in radio or tv or combination station. Box 164A, BROADCASTING.

WHOA! Don't go any farther! Here is a combo guaranteed to increase your listenership and sales. We are four idea men capable of management, production and programming, continuity, sports play-by-play, excellent newscasting and news compilation, sales and promotion. If your station is sick, send for the four doctors with the right medicine. We have the talent, the ability, over thirty years combined experience, the desire and the drive to back up our claim as the best in the business. "Make money with us." Tapes and resume cheerfully sent upon your request. Box 165A, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Wanted: Newscaster-reporter. Florida tv station, top market. Send full details, sof or tape and picture. Box 946S, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Supervisory engineer wanted. Engineer with qualifications for supervisory duties with pioneer basic major network station in upper south. Must have a first class radiotelephone license with experience on studio, VTR, and transmitter equipment. Excellent working conditions with holidays, vacations, and insurance. Send full resume with picture to Box 974S, BROADCASTING.

WTOC-TV, Savannah, Georgia, needs first class engineer or qualified experienced technician. Reply by letter giving complete qualifications, references, photograph and salary requirement to chief engineer.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Gal Friday for California tv station as assistant to program director. Must handle all details of program department including network clearances, schedules, planning. Should know traffic and be tactful. Send resume, references, photo, to Department PD, KSBW-TV, P.O. Box 1651, Salinas, California.

WFMY-TV Greensboro, N.C., needs television copywriter for commercial spot copy. Prefer television experience, but radio will be considered. Forty-hour week, excellent working and living conditions. Group insurance plans. Two person department. Give us full information about experience and send samples of copy, along with photograph to Miss Pace, WFMY-TV. All applicants will receive reply.

Floorman-A.D. Wanted, experienced man with some directing ability. Good opportunity for advancement. Write Jim Lynagh, WTOL-TV, Toledo, Ohio.

TELEVISION

Situations Wanted—Management

Is your station editorializing on newscasts? Screening commercials before acceptance? Both will be S.O.P. as industry matures. Tv station owner with similar convictions can size up blunt, follow-throughing, successful commercial manager in 250,000 set city seeking small market station managership, preferably southeast. Solid eleven year record, character to match. Box 979S, BROADCASTING.

General manager, am/tv. Capable: programming, operations, sales. Immediate availability. Box 100A, BROADCASTING.

Sales

Experienced salesman—Complete background radio-tv. Seeking tv sales position offering permanency. Will handle special events "On Camera" or radio. Presently employed—Twelve years broadcasting experience. Box 796S, BROADCASTING.

Announcers

Professional tv announcer-newscaster. Top qualifications. $150 weekly plus talent. Box 142A, BROADCASTING.

Technical

Chief or supervisor, 12 years am-fm-tv, planning, construction, maintenance, operations. 4 years chief, 4 years supervisory experience. Box 109A, BROADCASTING.

Chief engineer available. 18 years experience all phases of operation, planning and construction both television and radio. Box 134A, BROADCASTING.

Chief engineer's position desired—12 years experience am-fm-uhf-vhf, all phases, installation and maintenance. Former tv chief-RCA broadcast service field engineer. Married, prefer northeast. Box 141A, BROADCASTING.

Stop gambling on new employees. Duds and hot-shots never complete our comprehensive technical and production training program. Contact Intern Supervisor, WTHS-TV, Miami.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman. 15 year background, 8 years radio-tv news. Box 925S, BROADCASTING.

Television weatherman-cartoonist. Man of many talents. Experienced children's personality, announcer, director, newscaster, writer. Nine years broadcasting experience. College grad, journalism degree. Let me send you my interesting resume. Box 967S, BROADCASTING.

Producer - director - writer. Experienced. Alert. Creative. Practical. Box 102A, BROADCASTING.

Continuity director-announcer wants to move up to major market in northeast. Eleven years solid radio-tv background includes news, writing, on and off camera announcing, directing, sales and management. Continuity, tapes, full resume. Box 112A, BROADCASTING.

Experienced traffic director; 6 years television experience. Seeking position with established station. Also experienced in sales, promotion, film and programming. Accurate and dependable. Seeking permanent position with future. Box 123A, BROADCASTING.

Attention California, Arizona. Television news editor, 28, currently employed major northeast market. Must relocate for wife's health. Four years experience in writing, editing, reporting, expert news-film editor. (No on-camera experience.) Bachelor's, Master's journalism degrees, SDX, veteran. Box 166A, BROADCASTING.

Veteran news director. Weatherman. Aviator. Publicity-promotion. Won't drive car. Russ Brinkley, Box 1228, Harrisburg, Pa.

FOR SALE

Equipment

For sale, Gates remote control. Cabinets included. Looks like new. One half original cost. Box 866S, BROADCASTING.

For sale. Western Electric 1kw fm transmitter. Excellent condition. $2500. Also, Western Electric monitor $650. Box 103A, BROADCASTING.

500 watt Collins transmitter. $1500. Stored in Iowa. Box 104A, BROADCASTING.

TV antenna system, 300 ft. Ideco guyed tower and lighting, 3-bay superturnstile RCA 7-13 antenna, dual 3⅛" RCA teflon line, elbows, gas seals, inside elbows and dehydrator. Box 137A, BROADCASTING.

FM transmitter, used Western Electric 10 kw, presently operating. Will sell to best offer. Reply Box 138A, BROADCASTING.

Magnecord-P75-BAX stereo recorder with amplifiers, original cost $1280, new condition, sacrifice for $900. Box 145A, BROADCASTING.

Complete fm equipment: GE 3 kw fm transmitter, GE frequency-modulation monitor, Collins 8-bay antenna, multiplex equipment. Gives ERP of 24 kw. $7750.00. Box 221, Lebanon, Tennessee.

Gates remote control—excellent condition, now in use. $500.00 for quick sale. Radio Station KATE, Albert Lea, Minn.

RCA type 300 three tower phase monitor; three antenna 0-8 ammeters. Reasonable. KFRO, Longview, Texas.

Two DuMont Type TA-191A Cinecon flying spot scanner film projectors in excellent condition and complete with two video amps., power supplies, local and remote control panels, spare parts and tools. Equipment lists and costs. 2 Projectors 5363-B, $2,500—$5,000. 2 Ped 5337-A, $900—$1,800. Including: 2 local controls 5356-A, 2 audio amps 5421-A, 2 power supply 5422-A, 2 exc. lamp sup. 5423-A. 2 Video Amps. 5310-C, $375—$750. 2 power Sup. 5019-A, $300—$600. 1 Remote Panel 5355-B, $200—$200. Total $8,350. Please reply to E. Newton Wray, % KTBS-TV, Shreveport, La.

Presto 6N, console cabinet, ID head excellent condition. $550.00 fob. Luke Stripling KTLW, Texas City, Texas.

Gates nite watch automatic programmer used four months. Buying station and does not fit my format. Galen Gilbert, KTLQ, Tahlequah, Oklahoma.

FOR SALE

Equipment—(Cont'd)

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

For sale equipment—Going under one roof—will sacrifice Gates remote control unit model RDC 10—complete with RF amplifier—five years old and in perfect condition—Price $750.00. W-PAP in Fernandina Beach, Florida.

Why buy a used transmitter? Build your own 1000/250 watt transmitter. See Bauer ad, page 121, March 28 issue of Broadcasting.

Two surplus tower lighting transformers, oil filled, 400 watt, three 2 mfd twelve thousand volt inerteen capacitors new surplus. Write Coady, 4316 South Coolidge Avenue, Tampa, Florida.

Commercial test, monitoring, terminal, microwave, and assorted transmitting and studio equipment. Tubes and components also bought and sold. Electro-Find, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Super studio Zoomar lens, new condition. $4,900.00. NTA Telestudios, Ltd. Al Markim, 1481 Broadway, LO 3-1122.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Microwave transmission line—Andrew 1⅝" rigid 51.5 ohm, teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Financially responsible broadcasters interested in outright purchase of radio station on Atlantic or Gulf Coast area. Supply details, billings, earnings and physical facilities. Box 870S, BROADCASTING.

Responsible broadcaster interested in leasing eastern states small market station. Purchase option desired. Box 114A, BROADCASTING.

Will lease, or buy, all or part of your cp or your radio station. Confidential. Box 130A, BROADCASTING.

Will purchase daytime station in or near eastern or southwestern metropolitan area. Box 168A, BROADCASTING.

Partnership wants to buy or lease with option to buy single station markets. Send full particulars to Box 172A, BROADCASTING.

Equipment

Wanted to buy—1⅝" co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

DuMont acorn 500 watt hi-band, also have another party for a 5 kw DuMont amplifier hi-band. KINY-TV, 231 So. Franklin St., Juneau, Alaska.

Any type or quantity of terminal monitor, test, studio or microwave equipment including tubes. Electro-Find, 550 Fifth Avenue, N.Y.C.

Need six-bay high-band television antenna, RCA type TF-6A1 or equivalent. Write, stating age condition and price. Hammett & Edison, Consulting Radio Engineers, P.O. Box 68, International Airport, San Francisco 28, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualified you to pass examination. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter given by FCC experts for those hesitant about crash courses. Register now for classes starting monthly. Day, 20 weeks. Evening, 31 weeks. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Announcers

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?
ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.
"Let us analyze present tape. **NO CHARGE.**"
*** Call . . . **MR. KEITH** . . . **SU 7-6938.**
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

Help Wanted—(Cont'd)

Announcers

BIG TIME!

This 50,000 watt station in a major market is now looking for another BIG personality DJ. He'll be backed with BIG promotions and be on the number one station in town!

If you are a BIG TIME DJ, or ready for it, rush tape and resume to Radio Station KYW, 815 Superior Avenue, Cleveland 14, Ohio. Att: Bud Wendell.

Sales

SALES ENGINEERS

Leading broadcast equipment manufacturer accelerating expansion program. Looking for top-notch sales minded professionals to travel and sell quality equipment in the following areas:

Midwestern States
Eastern States
South Central States

These positions command high salaries, paid expenses and incentive program for increased sales. Full company benefits, too.

TELEVISION SALES

Also have opening for sales engineer to specialize in television sales headquartering in home office.

Please do not call as only written resumes can be accepted to permit careful evaluation.

Send resume to Personnel Department, Gates Radio Company, Quincy, Illinois.

Production-Programming, Others

5000 WATT

California Radio Station

Needs top-flight program director with first class ticket. Station has limited network schedule plus good listenable music. PD must write good commercial copy, produce result-getting spots and do two hour afternoon show. Send all details, experience, references and tape cut at 7½ rpm, to Foy Willing, KSBW Radio, P.O. Box 1651, Salinas, California.

RADIO

Situation Wanted—Sales

$280,000 (ann. vol.) SALESMEN

Two of nation's top salesmen each earning over $21,000 yearly. Available for management or sales with stock incentive preferred. Local-Regional-National sales experience.

Box 156A, BROADCASTING

Announcers

Young modern-format dj and newsman with number 1 station in million market area looking for better position in major market or with secondary market station needing a news or program director. Earning $6,500 with A.B., M.S. 1st phone, and 6 years experience in radio announcing and tv directing.

Box 111A, BROADCASTING

AVAILABLE

TOP RADIO-DJ PERSONALITY

For Major Market
Gets Highest Ratings
Box 3196 Grand Central Station
New York 17, N. Y.

Production-Programming, Others

STORZ—STORZ—STORZ

rod roddy

ex-storz executive

now entertaining offers for air, management, or consulting assignment. Phone WAlnut 4-9631, Ft. Worth, Texas.

Box 176A, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

TOP-FLIGHT PERSONALITIES (husband-wife team). Through fluke situation currently grounded rural area; want out. We're better than average, but willing to talk terms. Major market radio-tv, big-time Show Biz backgrounds. Mature, excellent teamwork, fine references, productive, versatile, cooperative. Have extremely strong family-type Children's TV show appealing moppets through oldsters. Pulls sponsors. Can work with/without film, cartoons. And/or intelligent, warm, entertaining adult radio/tv show appealing to buying public. Not afraid of competition or hard work. (Husband also experienced radio-tv announcer; can fill if desired.) Our show(s) or willing to work in with yours. Prefer East, but will consider any size-able market. Let us be an asset to your operation. Available reasonable notice.

BOX 963S, BROADCASTING

I'VE HAD IT

I am about to jump off the cliff into the sea of other industry. DON'T LET ME. This is the business I've known and loved for 8 years. Do you need a TV Program Director-Production Manager-Traffic Manager-Producer-Director all in one? Then come to my rescue.

Box 162A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

TOP FLIGHT NEWS SPECIALIST

7 years radio and tv news and public affairs. Reporter-Writer-Editor-Broadcaster-News Director. Excellent voice and camera presence. Top coverage of local and world news. Frequent contributor of major stories to networks and wire services. HIGHEST INDUSTRY REFERENCES. Replies from top 10 markets only please.

Box 163A, BROADCASTING.

WANTED TO BUY

If you are located within 300 miles of Harrisonburg, Va. and do not program country music, write and make me a bulk price on your country library. Country music is big biz in the Shenandoah Valley. If we can get together on a deal, I'll drive over and pick 'em up—gives me an excuse to get away for a couple of days.

Phil Potter, Manager
WSIG
Mt. Jackson, Virginia

STATIONS

EXECUTIVE

Available for investment management or management. Over 25 years in radio and tv management, sales, national, local.

Box 161A,
BROADCASTING.

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Equipment

Steel Micro-Wave Tower, 250 feet, self supporting, 6x25 foot platform at top, entirely fabricated from galvanized structural angle (painted), in excellent condition, similar to Blaw Knox type construction. Standing in Southern Maryland. Suitable for radio and point-to-point telephone. Inquiry and prompt inspection invited.

A & E EQUIPMENT CO.
P.O. Box 902
Alexandria, Virginia
Phone—Temple 6-7019

FOR SALE

Southwest major market regional. In black. Real estate incl. at $225,000 29%—Southern medium market regional. Nice profits. $87,500 29%—Texas single regional. Making money. $49,500 29%—Texas single fulltimer. In black. $49,500 29%—West Coast fulltime regional. Excellent profits. Dominate in entire area. $367,500—Rocky Mt. single regional. Money maker. $42,750. Terms. PATT McDONALD CO., Box 9266, Austin, Texas. GL 3-8080. Or, Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

SOUTHWEST. **Fulltime on excellent frequency. Growing market. Doing $12,000 month. Asking $250,000 with 29%.**

ROCKY MOUNTAIN SOUTHWEST. **Daytimer. Doing $80,000 a year. Medium market. Asking $100,000 with 29% down.**

NORTHWEST. **Man and wife operation. Doing $36,000 a year. Asking $50,000 with 29% down.**

SOUTHWEST. **Large and growing market. Fulltime, established station. Doing $10,000 and more a month. Asking $275,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

(Continued from page 111)

Philadelphia-Wilmington, and (3) add ch. 8 with attendant changes in allocations to other cities as detailed below, which also make it possible to add second vhf channel to Utica, N.Y., and third vhf channel to Syracuse, N.Y.

	Add	Delete
Syracuse, N.Y.	9–	8
Binghamton, N.Y.	8–	12–
Wilmington, Del.	8	12
Lancaster, Pa.	12	8–
Johnstown-Altoona, Pa.	8+	—
Utica, N.Y.	12–	—

Ann. April 8.

KXLF-TV Butte, Mont.; KXLJ-TV Helena, Mont. — Requests (1) amendment of subsection 21.11 (which generally restricts granting of licenses by adding new subsection (b), to read as follows (retaining all existing matter as subsection [a]): (b) Restrictions on duplication of programming—Station license may not be granted for use of microwave frequency or frequencies for purpose of transmitting tv programs to any community ant. tv systems if, within period of thirty (30) days program or programs so transmitted would duplicate one or more programs broadcast or scheduled to be broadcast by tv station which is providing only available locally originated tv broadcast service in same area. (2) Amendment of sec. 21.26 to read as follows: Sec. 21.26—Grants without hearing—(a) Where applicant for radio facilities is proper on its face and where it appears from examination of application and supporting data that (1) applicant is legally, technically, financially and otherwise qualified; (2) grant of application would not cause harmful interference to existing station or station for which construction permit is outstanding within its service area; (3) grant of application would not preclude grant of any pending applications; (4) grant of application would not adversely affect continued operation or establishment of only available tv station which provides locally originated programs in applicant's service area, and (5) grant of application would serve public interest, convenience or necessity, commission will grant application without hearing. Ann. April 8.

WITV (TV) Fort Lauderdale, Fla.—Petition to amend sec. 3.658 by adding following provison thereto: (i) Reception of network programs. No license shall be granted to tv station that broadcasts programs of more than one network if there is another tv station in same area ready and willing to affiliate with and broadcast programs of second network. Denied by memorandum opinion and order adopted March 30, 1960 and released April 4, 1960. Ann. April 8.

License Renewals

Following stations were granted renewal of license: KIPA Hilo, Hawaii; KCPS (FM*) Tacoma, Wash.; WNKY Neon, Ky.; KELP El Paso, Tex.; KUTY Palmdale, Calif.; KMJ-TV Fresno, Calif.; WNAC-TV, WRKO-FM Boston, Mass.; KUEN Wenatchee, Wash.; WBCN (FM) Boston, Mass.; KONP Port Angeles, Wash.; WADK Newport, R.I. WMMM Westport, Conn.; WMNB North Adams, Mass.; WNEB Worcester, Mass.; WPCT Putnam, Conn.; WRKD Rockland, Me.; WSUB Groton, Conn.; WTAG Worcester, Mass.; WTSA Brattleboro, Vt.; WTSL Hanover, N.H.; WTSV Claremont, N.H.; WCRB-FM Waltham, Mass.; WHAV-FM Haverhill, Mass.; WLAD-FM Danbury, Conn.; WLLH-FM Lowell, Mass.; WMAS-FM Springfield, Mass.; WPFM (FM) Providence, R.I.; WPRO-FM Providence, R.I.; WTAG-FM Worcester, Mass.; WTIC-FM Hartford, Conn.; WTSV-FM Claremont, N.H.; *WBOR (FM) Brunswick, Me.; *WCFM (FM) Williamstown, Mass.; *WGBH-FM Boston, Mass.; WCAX-TV Burlington, Vt.; WCDC (TV) Adams, Mass.; WHCT (TV) Hartford, Conn.; WJAR-TV Providence, R.I.; WWON-FM Woonsocket, R.I.; WMTW-TV Poland Spring, Me.; WPRO-TV Providence, R.I.; *WGBH-TV Boston, Mass.; KUBE Pendleton, Ore.; KIOA Des Moines, Iowa; KGRO Gresham, Ore.; KMCS (FM) Seattle, Wash.; KAVE Carlsbad, N.M.; KRCW (FM) Santa Barbara, Calif.; KMO Tacoma, Wash.; KTAC Tacoma, Wash.; KRDG Redding, Calif.; KVOS Bellingham, Wash.; KAST Astoria, Ore.; KBKW Aberdeen, Wash.; KBYR Anchorage, Alaska; KCVL Colville, Wash.; KEDO Longview, Wash.; KFRB Fairbanks, Alaska; KGGG Forest Grove, Ore.; KGW-AM-TV Portland, Ore.; KHVH Honolulu, Hawaii; KIKI Honolulu, Hawaii; KIMA-TV Yakima, Wash.; KMED Medford, Ore.; KOIN-AM-TV Portland, Ore.; KPTV (TV) Portland, Ore.; KOOS Coos Bay, Ore.; KQEN Roseburg, Ore.; KRVM (FM) Eugene, Ore.; KTOH Lihue, Hawaii; KUOH (FM) Honolulu, Hawaii.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning May 16, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business May 15, in order to be considered.

Applications from the top of processing line:

BP-12949—WNAU New Albany, Miss., New Albany Bcstg. Co. Has: 1470kc, 500w, D. Req: 1470kc, 500w, DA-N, unl.

BP-12953—WOVE Welch, W.Va., Welch Bcstrs., Inc. Has: 1340kc, 250w, Unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12954—New, Eugene, Ore., Eugene Bcstrs. Req: 1320kc, 1kw, D.

BP-12956—New, Nashville, Ga. Berrien Bcstg. Co. Req: 1280kc, 500w, D.

BP-12957—New, Terrytown, Neb., Terry Carpenter Inc. Req: 690kc, 1kw, D.

BP-12958—WLSC Loris, S.C., Loris Bcstg. Co. Has: 1570kc, 1kw, D. Req: 1480kc, 1kw, D.

BP-12974—WDXB Chattanooga, Tenn., French Inc. Has: 1490kc, 250w, Unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12975—New, Clinchco, Va., Dickenson County Bcstg. Corp. Req: 1430kc, 1kw, D.

BP-12976—WIKE Newport, Vt., Memphremagog Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, Unl.

BP-12977—WKDX Hamlet, N.C., Risden Allen Lyon. Has: 1400kc, 250w, Unl. Req: 1250 kc, 1kw, D.

BMP-8491—WIOI New Boston, Ohio, WIOI Inc. Has CP: 1010kc, 500w, D. Req MP: 1010 kc, 1kw, D.

BP-12989—KOZI Chelan, Wash., Lake Chelan Bcstg. Corp. Has: 1220kc, 1 kw, D. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12990—New, Gainesville, Fla., Southern Bcstg. Co. of Marianna. Req: 1390kc, 5kw, D.

BP-12991—WHCU Ithaca, N.Y., Cornell University. Has: 870kc, 1kw, D. Req: 870kc, 1kw, 5kw-LS, D.

BP-12992—New, Medford, Ore., Medford Bcstrs. Req: 860kc, 1kw, D.

BP-12993—KRNO San Bernardino, Calif., Western Empire Bcstrs. Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-12994—New, Barstow, Calif., Beam Bcstg. Co. Req: 1310kc, 500w, D.

BP-12995—WOMI Owensboro, Ky., Owensboro Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1 kw-LS, unl.

BP-12996—New, Newport Beach, Calif., Yeakel Bcstg. Co. Req: 1420kc, 5kw, DA, D.

BP-12999—KUBA Yuba City, Calif., Peachbowl Bcstg. Inc. Has: 1600kc, 500w, 1kw-LS, DA-N, unl. Req: 1600kc, 5kw-LS, DA-N, unl.

BP-13000—New, Blountstown, Fla., Sunshine Radio Co.. Req: 1370kc, 1kw, D.

BP-13001—KREW Sunnyside, Wash., Cole E. Wylie. Has: 1230kc, 250w, unl. Req: 1230 kc, 250w, 1kw-LS, unl.

BP-13002—KTTR Rolla, Mo., "Show-Me" Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490 kc, 250w, 1kw-LS, unl.

BP-13004—New, Iuka, Miss., E.C. Holtsford. Req: 1270kc, 1kw, D.

BP-13005—New, Taos, N.M., Art Capitol Bcstg. Co. Req: 1340kc, 250w, unl.

BP-13006—WCMB Harrisburg, Pa., Rossmoyne Corp. Has: 1460kc, 5kw, DA-2, unl. Req: 1460kc, 5 kw, DA-N, unl.

BP-13007—New, Winnsboro, S.C., Robert H. Epperson. Req: 980kc, 500w, D.

BP-13008—New, Espanola, N.M., B and M Bcstg. Inc. Req: 970kc, 1kw, D.

BP-13009—New, North Wilkesboro, N.C., Stuart W. Epperson. Req: 1570kc, 1kw, D.

BP-13010—KABL Oakland, Calif., The McLendon Pacific Corp. Has: 960kc, 1 kw, unl. Req: 960kc, 5kw, DA-1, unl.

BP-13013—KSUE Susanville, Calif., James E. McKahan. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13015—WSIR Winter Haven, Fla., Hundred Lakes Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13017—New, Brookfield, Conn., Eastern Bcstg. Sys. Req: 940kc, 1kw, D.

BP-13018—New, Honolulu, Hawaii, Casey Bcstg. Assoc. Req: 1090kc, 4kw, unl.

BP-13021—New, Blackshear, Ga., Dixie Radio Inc. Req: 1310kc, 1kw, D.

BP-13022—New, St. George, S.C., Radio St. George. Req: 1300kc, 500w, D.

BP-13023—WTOR Torrington, Conn., Torrington Bcstg. Co. Has: 1490kc, 250w, unl. Req: 610kc, 1kw, DA-2, unl.

BP-13025—New, Millington, Tenn., Radio Millington, Inc. Req: 1380kc, 500w, D.

BP-13026—New, Sonora, Tex., Ward Bcstg. Co. Req: 1240kc, 250w, unl.

BP-13027—WCOW Sparta, Wis., Sparta-Tomah Bcstg. Co. Has: 1290kc, 1kw, D. Req: 1290kc, 5kw, D.

BP-13028—New, Vancouver, Wash., Gordon A. Rogers. Req: 1550kc, 1kw, D.

BP-13036—WRNB New Bern, N.C., Jefferay Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13038—WMFD Wilmington, N.C., Dunlea Bcstg. Industries. Has: 630kc, 1kw, DA-2, unl. Req: 630kc, 1kw, 5kw-LS. DA-2, unl.

Applications on which 309(b) letters have been issued:

BP-12955—New, Hammonton, N.J., Dinkson Corp. Req: 690kc, 250w, D.

BP-12981—New, Elkton, Md., Suburban Bcstg. Corp. Req: 1550kc, 250w, DA, D.

BP-12998—WMGA Moultrie, Ga., Radio Station WMGA. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13003—WKEU Griffin, Ga., Radio Station WKEU. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13014—WDUZ Green Bay, Wis., Green Bay Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13024—WHGB Harrisburg, Pa., Kendrick Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13031—New, Canandaigua, N.Y., Canandaigua Bcstg. Co. Req: 1550kc, 250w, D.

Comments asked

The FCC has invited comments on a rulemaking proposal that would provide for the addition of ch. 7 to Lander, Wyo., in addition to that city's ch. 17 assignment. The commission stated that it feels the addition of ch. 7 is better than the proposal by Rocky Mountain Tele Stations, KTWO-TV (ch. 2) Casper, Wyo., to reallocate ch. 6 from Casper to Lander.

Employment Service

CAREER OPPORTUNITIES

Announcers — Sales Manager — Time Sales — Engineers — We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS

6230 Troost Ave. Kansas City 10, Mo.
HI 4-2900

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service
Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

HOW TO GET THE SHOW ON THE ROAD

A leading TV film producer uses Greyhound Package Express to circulate a weekly TV film to local stations. Making enough prints to go around would be too costly. Greyhound "gets the show on the road" right on schedule and at the least cost!

IT'S THERE IN HOURS ...AND COSTS YOU LESS!

When getting it there in a hurry means **business,** you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week...24 hours a day...weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 8D, 140 South Dearborn St., Chicago 3, Ill.

OUR RESPECTS TO . . .

Norman Collins

Ever since the Magna Carta, Britons have been keen on civil liberties. And so when Norman Collins stumped the country campaigning for free television, he eventually won the day.

Ironically, for a man who has spent his working life in modern communications, Mr. Collins had to fall back on word of mouth when he decided to challenge the government broadcasting monopoly. At the outset, only one newspaper reported the issue, so it was up and down the isles for him "like Elmer Gantry," preaching the gospel wherever he could gather a congregation. It took four years and the mission culminated in one of the most protracted parliamentary debates in recent times, drawing the crustiest peers out of backwood retreats. The Television Act got royal assent in June 1954 and Mr. Collins came by his unofficial designation, father of commercial television in England.

This was a milestone in one of several careers Norman Collins has pursued the past 30-some years (he is 52 now). He works at the career of novelist simultaneously with whatever else he is doing. His television job the past 4½ years, deputy chairmanship of Associated TeleVision Ltd., takes him often around the world, but the manuscript goes with him, and he writes himself to sleep at night.

Fast Start ■ Norman Collins has 14 novels and as many years in broadcasting behind him. Before joining the British Broadcasting Corp. in the forties, he had been active in newspapers and publishing. Educated at the William Ellis School in Hampstead, he started at age 19 with the Oxford University Press and at 20 became assistant literary editor of the *London Daily News*. He stayed there three years, leaving for the publishing firm of Victor Gollancz Ltd., where he was deputy chairman seven years.

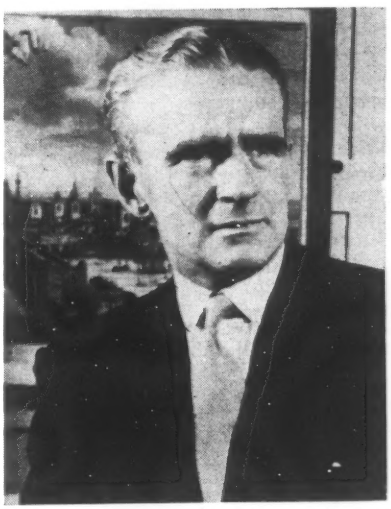
Meanwhile the Collins byline was seen over free lance reviews, fiction and humor in the *Observer, Manchester Guardian* and *Punch*. His first book had been published when the author was 22. It was a history of the English novel, *"The Facts of Fiction."* This has been followed by the novels, several of them best sellers on both sides of the Atlantic. *"Bond Street Story"* was published here last fall by Harper & Bros. Its predecessor was *"Dulcimer Street,"* retitled *"London Belongs to Me"* for the American trade.

Mr. Collins' broadcasting career got underway during the war. He directed the General Overseas Service and soon took over the Light Programme. He boosted its share of audience in 20 months from 30% to 70% with innovations in news, women's programming and other areas. *Mrs. Dale's Diary* is still running 12 years after he introduced it.

Inside BBC Tv ■ Mr. Collins became controller of BBC television. Disillusionment set in quickly. In two years he was convinced BBC was not taking television seriously and in 1950 cut loose to start his long campaign to break the government monopoly.

Nowadays they say British broadcasters are all but embarrassed by tv riches. (ATV, which supplies around half of the independent programming, made more than $15 million profit before taxes last year.) But there were precarious days in the beginning. Before the Independent Television Authority was created, Mr. Collins financed his barnstorming with book royalties.

Before ATV stockholders began collecting dividends, investors were looking for enough capital to get on the air. Mr. Collins, one observer reported, sold his insurance policies to invest $7,000, an investment now worth more than $1.5 million. The pioneer group (Pye interests, bankers and others) secured a seven-day franchise from ITA, serving the Midlands weekdays and London weekends, and joined forces with Incorporated Television Programme Co., whose main shareholders were theatre and talent interests (Prince Littler, chairman of ATV; Val Parnell, managing director Lew Grade, deputy managing director, and others).



NORMAN COLLINS
Assaulted the BBC monopoly

ATV signed on Sept. 22, 1955, in London but was delayed five months getting on the air in the Midlands. Overhead was high and revenue slow getting started. New capital came into ATV when the *London Daily Mirror*, an early supporter of independent tv, joined the enterprise.

Ramification ■ The group recouped losses the second year, then began to "ramify," an operation in which Mr. Collins has been active around the world. ATV subsidiaries now include, besides Independent Television Corp. in the U.S., film and broadcast operations in Australia, organizations in Canada, the Bahamas, Jamaica, Trinidad, British Guiana, Bermuda and East Africa. Domestic subsidiaries include Pye Recording Co., the British Muzak franchise and pay tv systems.

Mr. Collins is working now to internationalize television programming to an extent that "it will be so confoundedly and complicatedly international that no legislator, no lawyer, no actor, no writer, no trade union official will ever be able to decide whether it is American, Canadian, British, Australian or what have you."

Two More Campaigns ■ The seasoned battler has new crusades underway. Having broken one monopoly, he's denouncing the new system and demanding fully competitive tv. Mr. Collins also is plumping for private radio. His group, Independent Broadcasting Services, was organized toward this end in 1957. Since then more than 20 others have formed. They look for an official inquiry soon.

Although he has been out of the studios for some time, Mr. Collins still will take on an occasional assignment. He produced the Prime Minister's television appearance on election eve last fall, taping the program for play on both the independent channel and BBC. Regular executive duties include chairmanship of two bodies functioning under the ITA, one an association of program contractor firms and the other a common news organization.

Mr. and Mrs. Collins (she was Sara Martin) have a cottage at Bedfordshire, 50 minutes from London. Their children are Anthea, 24, who is married to an economist, Z. Zeman; Delia, 15, and Roderick, 12. Roderick and his father are birdwatchers. Mr. Collins also likes tennis. He is chairman of the English Stage Society, a director of Watergate Productions and of the London Philharmonic Society, among other interests. And when he's writing, the author escapes to other worlds altogether.

Newspapers please copy

OUR LESSON for today is addressed to the publishers of newspapers and magazines that have chortled over the new rules for sponsor identification imposed upon broadcasting by the FCC.

A good many publishers have been amused to watch broadcasters squirm under the commission's March 16 "interpretation" of Section 317 of the Communications Act. We're sorry to spoil their fun, but we feel obliged—in the public interest, of course—to point out that the U.S. Post Office could hang the same absurd "sponsor identification" rules on publishers if it wanted to.

If the law requires broadcasters to announce the source and conditions of acquisition of every piece of free programming or free program assistance that they get, the law also requires newspapers and magazines to label as an "advertisement" every piece of editorial material that is furnished free by an outside source.

Before we examine the ridiculous effects this would have on newspapers and magazines, let us pause for a moment of legal history.

Section 317 of the Communications Act reads:

> *All matter broadcast by any radio station for which service, money or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.*

There is a striking, and by no means accidental, similarity between that law and another governing the marking of advertising content in publications using second-class mail. The legislative history of the Communications Act shows that Section 317 was lifted, with only the necessary editorial changes, from Section 234 of Title 39 of the U.S. Code, the postal law. Section 234 reads:

> *All editorial or other reading matter published in any such newspaper, magazine or periodical for the publication of which money or other valuable consideration is paid, accepted or promised shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted or promised without so marking the same, shall upon conviction in any court having jurisdiction be fined not less than $50 nor more than $500.*

If the FCC's interpretation of Section 317 is correct, we figure that the publisher of the *New York Times* owes the government several thousand dollars in fines for violations of the postal law in yesterday's editions.

To apply the FCC's interpretation to Section 234 of the postal law would mean that every story based in whole or part upon material or assistance furnished the paper would have to be labelled an ad.

The book review section should be called "advertising" throughout because books were given to the reviewers by publishers hoping for a review.

So with theatre and movie reviews and sports stories written by writers who were given passes.

But these are obvious "violations."

Under an application of the FCC's concept, a newspaper reporter writing about a missile shoot would be writing an ad, not a story, if the Army gave him a free ride to the scene.

The television columnist's interview with a star would have to be branded commercial, no matter how objectively he wrote, if the star's press agent bought the columnist lunch.

If the FCC's interpretation had been the rule of the time, all the battlefront coverage of World War II would have had to be labelled advertising. In the present thinking of the FCC, military transportation to the front would have constituted "valuable consideration."

Though our principal affection is directed toward radio and television, we are in the publishing business ourselves and therefore vulnerable to any crackdown in the postal law. Perhaps immodestly we pride ourselves on the originality of our reporting, and our auditor will testify feelingly to the bills we pay for our own editorial coverage. Yet there is hardly a page in this or any issue of BROADCASTING that could escape the advertising label if Section 234 were interpreted by the Post Office as Section 317 is now interpreted by the FCC.

For example, this page, under that interpretation, ought to be headed "Advertisement" instead of "Editorials." Our quotation of Section 317 was taken from an FCC public notice that was sent to us free, and a lawyer for whom we may some day be able to do a service gave us, at no charge, a copy of the postal law.

Public service for profit

WE HAVE said many times that broadcasters do far more public service programming than they ever get credit for. Now we would like to urge the obvious: that they promote it as well as do it.

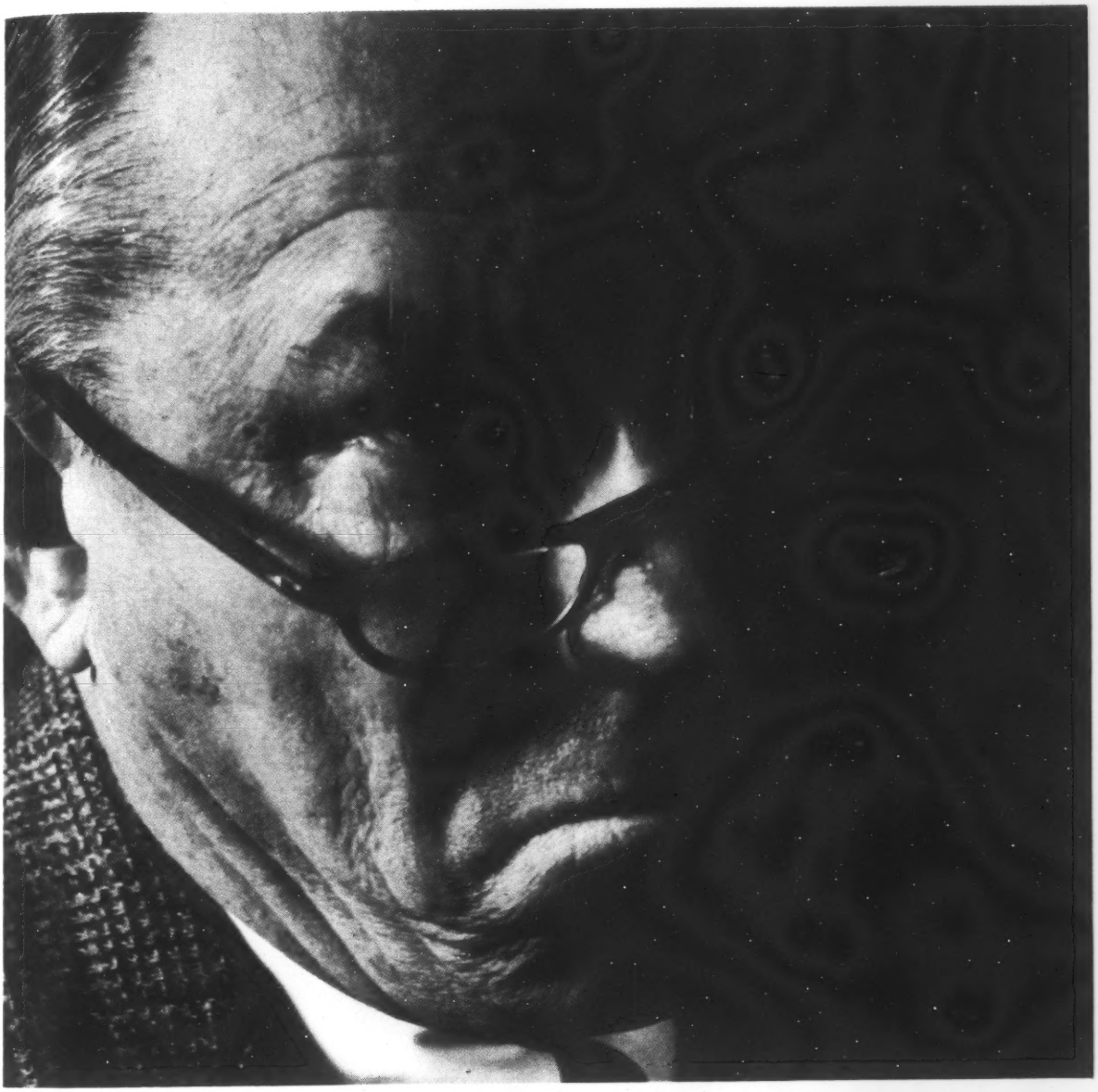
As reported elsewhere in this issue, a significant body of agency executives and buyers—participants in an NBC Spot Sales Timebuyer Opinion Panel Study—contends that stations are missing a good bet in their approach to public service programming. In short, they could sell it if they tried.

The astonishing fact is that few stations, according to the panelists, have ever tried to capitalize on public service by keeping agencies informed about it. Seven out of ten participants in the survey said they'd be more inclined to recommend a public service program to clients if they had qualitative information to support the decision. Even if the program itself doesn't sell, the panelists stand 2 to 1 in the belief that a station which has a good public service image is a better buy, generally, than one which hasn't.

Smart broadcasters will take the tip. They'll take pains to deliver quality-grade local public service programs—for quality is essential—and they'll be equally alert to see that the word get around to the proper places. If they stand to gain in profits as well as prestige, how can they lose?

Drawn for BROADCASTING by Sid Hix

"Well, how's my favorite 'disc jockey' today?"



OK, KPRC...WHAT'S SO SPECIAL ABOUT YOUR TV?

All sorts of things. Mainly, the friendly things that happen on the KPRC-TV screen.

FRIENDLY? And then some! Everybody in the KPRC-TV family knows just how to make television fun for you. Unexpected little pleasures pop up all along the way. Real color at station breaks. Your own personal merchandising. Many other welcome touches.

IS IT FAST? RESULTFUL? Well, KPRC-TV cruises at a little more than 18 hours every day. And every hour produces high-flying sales. Availabilities free, too. And local participation announcements custom-contoured.

WHEN CAN I GO? Anytime. Make reservations now and—Whoosh! Go! On the KPRC-TV Ch. 2. See your Edward Petry man (professionals plan better sales trips) or contact KPRC-TV, Royal Houston, Texas Television.

NBC KPRC TV

HOUSTON'S TELEVISION

CH 2 TV

FAVORITE OF A HALF A MILLION HOMES IN HARRIS, REFUGIO, ARANSAS, MATAGORDA, GALVESTON, CHAMBERS, JEFFERSON, ORANGE, HARDIN, LIBERTY, FORT BEND, WHARTON, JACKSON, VICTORIA, GOLIAD, DE WITT, LAVACA, COLORADO, AUSTIN, WALLER, MONTGOMERY, SAN JACINTO, POLK, ANGELINA, TYLER, JASPER, SABINE, SAN AUGUSTINE, TRINITY, WALKER, GRIMES, WASHINGTON, FAYETTE, BASTROP, LEE, BURLESON, BRAZOS, MADISON, HOUSTON, NACOGDOCHES, MILAM, ROBERTSON, LEON, ANDERSON AND FREESTONE COUNTIES.

Courtesy of K.L.M. ROYAL DUTCH AIRLINES